

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXLIV, No. 13 NEW YORK, SEPTEMBER 27, 1928

10c A COPY

B. A. I. S. 1919 with N. W. Ayer & Son

*"A deceitful peace is more  
hurtful than an open war."*

THAT's a good heading for this advertisement. An equally good start on the text is, "Eternal vigilance is the price of safety."

The slightest truce with insectivora means a human retreat, for these pests consider any treaty a scrap of paper. Given a breathing spell, mosquitoes forget respect, chuckle-headed flies resume their buzzing around hairless craniums, roaches and bedbugs invade the most private precincts.

Some years ago down in Richmond, Va., two men declared a war of extinction on household pests. They developed a liquid, to breathe the spray of which meant instant death to anything that crawls or creeps or flies. If ever death stalks, it stalks in "Dethol." Quick, sure death that shows no quarter; death that knows no mercy. One breath of Dethol and bugs die. That's all there is to it.

Well—there they were: housekeepers, searching for a weapon against insectivora—two men in Richmond with sure death on demand. Advertising Headquarters brought them together. . . . The war is in its ninth year. Reports from the front are that Dethol is holding all captured territory and steadily winning new.



## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

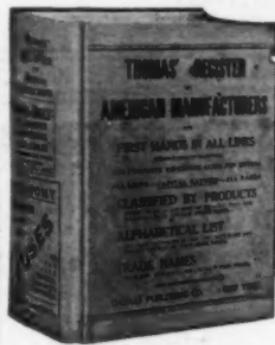
BOSTON

CHICAGO

SAN FRANCISCO



Combines the Advantages of



DIRECTORY

THE BUYERS MASTER KEY  
TO ALL AMERICAN SOURCES OF SUPPLY

and CATALOGUE

FOR PURCHASING ACTIVITIES All Lines  
Everywhere

Furnishes names of all Sources of Supply—also contains more than 9,000 condensed catalogue or informative advertisements—several times as many as appear in any guide of the strictly catalogue type, or any other kind.

*IT Serves*

Superintendents      Engineering Depts.  
 Executives              Purchasing Depts.  
 —and all others having to do with  
 investigating specifying or buying.

**PAID CIRCULATION**  
*only A.B.C. member of its kind*

**→** Its Paid clientele exceeds \*25,000, including a large proportion of the biggest industrial and mercantile concerns in all lines;—it comprises more than 50% of the total business buying power of the U. S.

More than 850 in the "over \$10,000,000" class.  
 More than 3,000 "over \$1,000,000."  
 More than 8,000 "over \$100,000."

\*Not 25,000 one edition—some use one edition for two or more years.

**"Out of Thomas' Often Means Out of Mind"**  
of an important sales possibility at the moment when buying is contemplated.

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLIV

NEW YORK, SEPTEMBER 27, 1928

No. 13

## How Chevrolet "Educates" Its Dealers

The Factory Teaches Them Better Retailing Methods and Also Trains Their Salesmen, Accountants and Mechanics

By G. A. Nichols

"WE are in a retail business," asserts R. H. Grant, vice-president of the Chevrolet Motor Company.

Analyzing this seemingly radical but altogether correct statement, one ceases to wonder at the elaborate system of schools maintained by Chevrolet covering all angles of selling and servicing automobiles and of properly financing and administering that kind of retail business. During the last year more than 400 such schools have been held in the company's forty-four selling zones; upward of a hundred more probably will be held before next January.

So many big things are being done in this progressive age of merchandising that the full significance of movements such as this school idea is likely to be under-estimated. What the Chevrolet instruction system really amounts to is a recognition on the part of the company that manufacturing, after all, is rather a subordinate factor in the selling scheme. The most vital influence is the retailer, and he, strangely enough, is the one who lacks most in efficiency and who knows the least about selling.

This situation of the retailer is of course well known and has been for a long time, and it applies in many other lines as well as in automobiles. But the effort to correct the serious defect has been characterized by policies strangely lacking in continuity and consist-

tency. The dealer has been preached at, advertised to, criticized and even abused. Manufacturers have seen in him the root reason for delays and obstructions in their selling programs; but candor compels the admission that most of the remedial efforts they have put forth have been something to talk about rather than something to do. "Educating" the retailer, for the most part, has been a wretchedly unsystematic substitute for real action. With a few notable exceptions (and the number, happily, is growing) the educational programs have been conceived and directed by theorists who know little more than the dealer. Many producers, however, have studied and grown with the dealer, and thus both have benefited.

This condition plainly comes from the generally practiced habit of going at selling wrong end to. In other words, the manufacturer with his capital, facilities and technical skill creates merchandise. The dealer could not exist without this merchandise and the manufacturer, as a consequence, ignores the counsel given by St. Paul to certain self-important gentlemen to the general effect that they should not think of themselves more highly than they ought to think, but think soberly.

Chevrolet gives the manufacturer his proper place. As maker of the goods he is regarded as the one who must carry the process

through to the eventual selling of the goods. He must be the inspiration not only for the production of merchandise and its delivery to the dealer, but must carry on until it is sold to the consumer—and paid for. The retailing is looked upon as the most important thing of all, and the manufacturer must either maintain his own retail selling organization or bring a multitude of independent units up to a higher standard of performance.

Proceeding on this basis, Chevrolet emphatically dissents from the old-fashioned idea of regarding the securing of a dealer as the final step of its selling activities in a community. It looks upon dealers, not as dealers, but as the retail outlets of the factory to be assisted in every way possible to attain maximum success as individuals—thus bringing about the greatest measure of success for the factory itself.

When Chevrolet obtains a dealer it helps him find and equip his showroom and establish a proper service department; it fixes up an advertising appropriation for him individually and conducts his advertising for him; it helps him hire and train his salesmen, service men and accountants. This substantial assistance is maintained by keeping the dealer in constant contact with field representatives, regional and zone sales managers, sales promotion men and service managers. A specially trained force of field service men from an advertising agency works closely with him in all his advertising activities.

This co-operative plan of retailing automobiles has worked out so successfully that the management has taken another radical step forward and established the system of schools. Courses of instruction are provided for dealers and sales managers (these two elements working and studying together), for salesmen, accountants, service managers, mechanics and even for those in charge of selling parts. A special course is given for each.

There are about twenty-five permanent schools for mechanics lo-

cated at various strategic marketing points in the country. To these the dealers are privileged to send their mechanics at any time for as long and complete a course of instruction as they may want them to have. The entire cost of the school is paid by the company, while the dealer stands the expense of sending his men to be instructed and of course pays them their regular wages while they are "going to school."

The other schools usually last three days and are operated on the same general plan. That is to say, the company sends the instructors and pays all incidental expenses, while the dealers bear the cost of sending the men and of paying their salaries. The sessions are held at strategic locations, usually at zone headquarters. In some of the larger zones, though, the schools are held in two or three places in order to meet the practical requirements for dealers, salesmen, service men and accountants at an expense that is within reason for the dealer. The size of the district which the schools cover varies in accordance with the nature of the school and the size of the zone, all Chevrolet activities being based on the zone as a unit.

First and foremost in the instruction plan comes the school for dealers and sales managers. This school is regarded as more useful than any of the others because, according to Mr. Grant, "nothing is more important in the future progress of Chevrolet than to have in every dealership a man who is thoroughly familiar with all phases of selling Chevrolets at retail and who understands how to supervise the efforts of the retail men upon whom we must depend for our sales."

The three days' course of instruction for dealers and their sales managers centers around these five questions:

1. How many salesmen do you need?
2. How can you tell a good salesman when you see him?
3. What is the best way to get experienced automobile salesmen?
4. What is a good day's work for your salesmen?
5. What does record-keeping have to do with retail sales management?



## *With the Accent on the*

**“WELL”** Of course advertising must be truthful if it is to make lasting friends for worthy products. But a plain statement of facts is seldom sufficient, in itself, to make a good advertisement.

Copy slants must be chosen with an understanding of human behavior. Copy must be couched in language appropriate to the product and appealing to the public. In a word the truth must be “well” told.

In advertising such favorably known products as Flit, Nujol, Zonite, Del Monte, Vaseline, Borden and Beech-Nut, the H. K. McCann Company likes to believe it has not only told the truth but has told it *well*.

# THE H. K. McCANN COMPANY

## *Advertising*

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO

LOS ANGELES

SEATTLE

MONTRÉAL

TORONTO

DENVER

LONDON

PARIS

BERLIN

It is obvious that each of the questions contains material for what might be a lengthy discussion. However, the meeting is planned so that each topic requires about three and a half hours' time. The instructors from the factory use large charts in illustrating the main points of their presentations and then answer questions.

The three-day session is not supposed to work a miracle and turn a dealer or sales manager all at once into a well-informed person who has expert knowledge on all the phases of finding and training the right kind of sales force. But it does start the process and lays a strong foundation for subsequent efforts. At the conclusion of the school each dealer and sales manager is given a book called "A Selling Plan for Chevrolet Dealers." It contains all the material discussed in the meeting as well as detailed plans and ideas concerning the operation of a retail sales force. Experience has shown that after a dealer or sales manager has fairly assimilated the contents of this book he administers his selling activities in a much more forceful way.

#### SENDING SALESMEN TO SCHOOL

After the owner and his sales manager, if he has one, are thus started in the straight and narrow path leading to better achievements for the organization, they are invited to send their salesmen to school also. The salesmen's session covers in more complete detail the ground which is gone over in the regional sales conventions held in key cities during Automobile Week. In the April, 1928, issue of *PRINTERS' INK MONTHLY* there is an account of how these sessions are put on, and of how the Chevrolet sales department, for the time being, becomes a traveling theatrical troupe visiting salesmen's conventions and dramatizing the Chevrolet message.

In the school, however, the dramatics and stage settings are omitted. The instruction is given by the lecture and chart method the same as to the dealers and sales managers. The course is outlined

and enlarged upon in a manual which is given to the salesmen at the close of the session.

Especially interesting in the new instruction plan are the service manager schools. Here, as every automobile dealer knows, is at least one place in his organization where he has plenty of grief. It is hard to make a profit from a service department today. Service is necessary and yet many dealers extend it at a direct loss—also with little satisfaction to themselves or their customers.

The service manager is shown, by facts and figures, that the selling of a new Chevrolet is just the beginning of a profitable piece of business for him and his employer. He is told that upon him rests a large part of the task of securing and building up confidence among the customers.

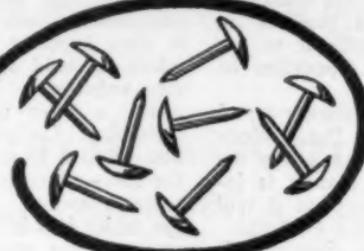
With this as a foundation, he is instructed in some detail as to shop arrangement, equipment and special tools, appearance and maintenance of the department, getting and training service personnel, knowing operating costs, how to administer the flat rate system in charging, the advantages of having specialists in various parts of the work if his shop is big enough, the payment of wages by the straight hourly rate, piece-work and bonuses, how to secure additional service business having in mind future car sales, how to increase shop parts sales.

Supplementing the service manager schools are the mechanics' schools already referred to. To these the service manager can send his men and have them learn in a more expert way many of the things which his own study of the subject has shown to be necessary or advisable.

#### TRAINING THE DEALER'S BOOKKEEPER

The newest of the Chevrolet schools is one for the training of dealers' accountants—or rather for elevating bookkeepers above the bookkeeper class.

"Due to the national popularity of Chevrolet," Mr. Grant says, "and a trained sales and service organization. Chevrolet dealers



## BRASS TACKS

Useful little units for decorating decorations.

Symbols too, of pointed facts on single subjects—to which they hold fast.

## THE HOUSE BEAUTIFUL

Shows how to use them in decoration and conforms to their symbolism by dealing only with homes and how to make them beautiful.

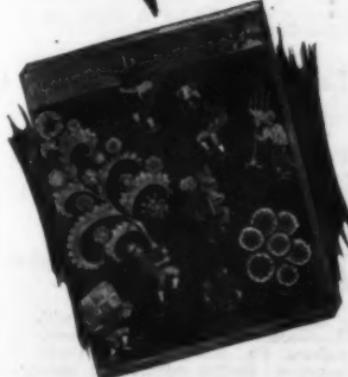
### BRASS TACK ADVERTISING

FOR

BUILDING  
FURNISHING  
DECORATING

THE HOUSE BEAUTIFUL  
PUBLISHING CORP.  
8 Arlington St., Boston, Mass.

*A Member of the National  
Shelter Group*



have been making a very satisfactory profit. Making a profit, however, is not all that counts as the money may be invested in places where it is difficult to use it in the profitable operation of the business.

"Book profit is not always a real profit. Someone in the dealer's organization must watch where the profit goes and see that it is invested in such a way that it will benefit the business.

"Chevrolet realizes that this is a most important activity and has designed for its dealers a new standard accounting system which will furnish the necessary facts. Accurate records will not of themselves solve the problem. The dealer must have someone in his organization capable of not only keeping an accurate record of accounts but also trained in the preparation of these figures in a form where they can be used in intelligent planning and better management."

The instruction course for accountants centers around such subjects as making and analyzing a financial and operating statement and what the dealer's cash position should be at all times. They are taught how to use guides with which to gauge the dealer's investment in cash and other asset accounts in his business—also how to point out the need of specific corrective measures.

After the dealer, sales manager, salesman, service manager, accountant or mechanic has attended one of these schools his "education" is looked upon as being only started. It gives him the foundation for future study as well as the inspiration. At each zone headquarters there is a zone sales manager, sales promotion manager, accounting manager and service manager. These are maintained by the company for the distinct purpose of completing and rounding out the training started in the school. The zone officials are the channels through which the factory extends complete assistance to the dealer organization on any subject having to do with the essentials of selling. Through the influence and under

the general direction of the zone managements the school idea works down a step further in the organization. Each individual dealer is thus supplied the means with which to hold schools among his own employees. The factory furnishes a sales manager's service consisting of a projector and slide film—also a lecture to accompany the film—which goes out to dealers twice a month. With this help, the dealer is able to cause his salesmen, service men and others to keep on going to school indefinitely. He has been to school himself, it must be remembered, and when he needs any more specific instruction to impart to his organization he can get it quickly from the zone sales management.

If Mr. Grant is correct in his thoughts that the Chevrolet Motor Company is in a retail business—that the enormous production plants of the company are maintained as a more or less subsidiary feature to give the retail end something to sell—it would seem that this complete school system is well worth its cost. Officials of the company think the schools have had an important part in producing sales thus far this year in excess of quota allotments. The organization planned to sell a million cars during 1928; it sold them before September 1.

#### Quaker State Oil to Young & Rubicam

The Quaker State Oil Company, Oil City, Pa., Quaker State motor oil, lubricants, etc., has placed its advertising account with Young & Rubicam, Inc., advertising agency.

#### Lenthaler Parfums Account to Blackman

The advertising of Lenthaler Parfums, Paris, is being handled by The Blackman Company, New York. American headquarters for Lenthaler have been opened at New York.

#### John Carden Joins Boston Agency

John Carden, formerly with the J. Horace McFarland Company, Harrisburg, Pa., has joined the Porter Corporation, Boston advertising agency, as an account executive.

**Thorough Trading Area Coverage at One Low Advertising Cost!**

National advertisers of food products\* in the prosperous Milwaukee-Wisconsin market, during the first eight months of 1928, used 246,304 paid lines more in The Milwaukee Journal than in the other two Milwaukee papers combined!

\*Sixty-four of the one hundred and sixteen advertisers in this classification built maximum sales at one low advertising cost by using The Journal exclusively—increasing their Journal lineage 82% over the same period in 1927!

The remaining fifty-two used more space in The Journal than in the other two Milwaukee papers combined by 15,386 lines!

Outstanding lineage leadership in every major classification is proof that The Journal alone thoroughly covers and sells this rich and stable market at one low advertising cost!

**THE MILWAUKEE JOURNAL**  
FIRST BY MERIT

**Read by More Than Four Out of Five Milwaukee Families!**

# Turning the Milk of Human Kindness into Human Interest

## How the Sheffield Farms Company Is Getting Real Child Interest into a Current Newspaper Campaign

By Oscar DeCamp

IT cannot be said that fresh milk is a difficult product to advertise. It is, on the contrary, one of the easiest—as easy as the advertising of any food staple, such as butter, eggs, coffee, tea, sugar, syrup, flour or salt.

It is because they are so absolutely necessary to everybody, with a daily and unremitting kind of necessity, that the advertising of staple food articles is so easy and so simple—an easiness and simplicity that exhausts both freshness and originality and mires the advertiser in a bog of advertising jargon. That's the trouble with it. It's too easy. If it were not so easy, more of staple food advertising would be exceptional.

Fresh milk is a good illustration. There are no rest periods, or seasonal intermissions, in the consumption of fresh milk. Nor are there style innovations, or new models, or modernistic designs, or color schemes which can be applied to fresh milk, nor are there new uses, new ingredients, new nutritive benefits, that can be claimed for it. Everybody knows about fresh milk, everybody uses it in some form or other, and, when it comes to advertising it day after day, and decade after decade, almost everything that can be said about it has been said before.

No one knows these facts better than the Sheffield Farms Company, distributor of fresh milk throughout the New York metropolitan and suburban area. The company's advertising in newspapers in its territory is, to an unusual degree,

newsy, seasonal, and as redolent of human interest as the advertising of a subject as familiar, not to say commonplace, as milk can be. Its present campaign is keyed, in copy interest, to the opening of school, and is, in general, addressed to parents while seeking to flag the



WHILE THE ADVERTISEMENTS IN THIS SERIES ARE  
DIRECTED TO CHILDREN THE TEXT CONTAINS SALES  
ARGUMENTS FOR THEIR PARENTS.

attention of children through certain features of layout treatment and illustration.

In an effort to introduce a new element of interest into its newspaper advertising this fall, the Sheffield company has inserted a number of advertisements of an original character into its regular series. The first one appeared during the week of September 3 un-

## The October Number of Harper's Bazar

is significant  
because:

it exceeds all previous October issues in amount of advertising

it features the most important fashion information of the year

its fashion writers and fashion artists are authoritative — incomparable

it contains four gorgeous color-pages from Paris by Reynaldo Luza

its index of advertisements is a social register of fashionable products

**ARE YOUR FASHIONABLE  
PRODUCTS TO BE INCLUD-  
ED IN THE ROSTER  
FOR NOVEMBER?**

**Frederic Drake  
Business Manager**

der the title, "To the Boys and Girls of New York." In a space four columns by eleven inches there are four pictures arranged one each in the upper left, upper right, lower left, and lower right portions of the layout. These pictures are humorous, like the illustrations in a children's story book, depicting a "Lady Cow," a "Hobby Horse," "The Milkman," and "The Doctor." Standing in the center of the layout is a body of type shaped like a milk bottle, topped with two bold words, "Welcome Home!" set one beneath the other to resemble the bottle's mouth and neck. The copy is addressed directly to children. It reads:

"Hello!!!" "Hello!!!" "Hello!" "Hello." The Doctor, the Milkman, the Horse, and the Cow are greeting you Kiddies. They are glad you are home; for, you see, they are all very much interested in you . . . even though you hardly ever hear of them . . . Lady Cow, to begin with, gives the rich, creamy milk. She is very careful with her diet, and gives only the best. Then, the Doctor is called in to examine the milk to make absolutely sure it is exactly as it should be. He puts on his specs and makes a TERRIBLE face, as if he were about to say: "Castor Oil and put him to bed!!!" But no! Suddenly, he becomes all smiles! He jumps up and down, shouting: Hurrah! Wonderful! Wonderful milk! Send it right off to my little friend! (meaning you, of course) . . . In comes the pleasant Mr. Milkman and says, "Yes sir!" and takes the bottles into his wagon. Then he whispers to Hobby Horse: This is for our little friend! (Still meaning you.) And Giddap! Off they go, like a fire engine down hill, to your house, and tip-toe in to the door, so as not to wake you. And lo! When you get up in the morning (no matter how early) there's the bottle of rich, creamy milk. . . . And, come to think of it, doesn't the way this is printed look like a bottle, too? Queer, isn't it?

The second advertisement in this series appeared during the week of September 17. It is entitled, "The Afternoon of a Regular Fellow." It is the same size as the first. There are six pen sketches in it of a Skippy-like boy whose age might be anything between six and ten. These sketches are staggered down the layout space. Opposite each picture there are about thirty-five words of copy setting forth the youngster's thoughts at 1:30, 1:45, 2:20, 2:59, 3:04 and

3:05 o'clock of an afternoon. At 1:30 he is at his desk apparently absorbed in study, eyes on book. But the thoughts opposite the picture belie his looks:

Aw gee! Back to school again! Bet the clock's stopped. Age of Speed, huh? Speed nothin'! Look at the way that thing crawls. You'd think we had all day, wouldn't you tho?

At 1:45 he's glaring resentfully to the front, while according to the copy these thoughts go through his mind:

Awright teacher! Don't look at me like that! . . . Suppose I did say General Grant invented the cotton gin! We all make mistakes in life, don't we? I got something important on my mind, anyway. . . .

At 2:20 his book is down and his eyes are on the ceiling. At 2:59 his hand is up in protest because some girl has asked a question one minute before closing that involves a long answer. At 3:04 his cap is on and he's racing into the house. At 3:05 he's beside a bottle of milk with a glass to his mouth. The copy accompanying each picture makes it clear that his impatience during school was only due to his desire to get home to a bottle of Sheffield Farms milk. The advertisement concludes with a block of text at the bottom to the effect that virtue may be its own reward but a tall, cool glass of creamy Sheffield's milk is much, much more substantial, because it renews vigor in growing children, builds muscle and bone and keeps body and mind fit for schooltime and playtime.

The campaign is running once a week in a list of forty-five newspapers in New York City, Brooklyn, Newark, Westchester County, Long Island and in a group of New Jersey towns. The list includes a number of foreign language newspapers.

#### Shoe Polish Account to Britt-Gibbs Agency

The Kraft Shoe Polish Company, Highland, Ill., manufacturer of Color-gloss shoe polish and Kleangloss shoe cream, has appointed the Britt-Gibbs Advertising Company, St. Louis, to direct its advertising account.



*Thirty car loads of one make of RADIO SETS have been sold thus far this season in Iowa by one Des Moines jobber, Harger & Blish.*

*Leading radio manufacturers are scheduling their major key city campaigns for*

*The Des Moines Register and Tribune*

*"Read in more than two hundred thousand Iowa homes daily."*

# There's a Great FOOD ADVERTISING STORY in Chicago

—exceedingly plain, clear and  
permitting of no misinterpretation

1. The Chicago Daily News has carried more food advertising than any other Chicago daily newspaper for more than twelve years.

2. During 1927 The Daily News carried more food advertising (local and national) than both morning newspapers daily and Sunday combined, more than all other evening newspapers combined.

3. During the first eight months of 1928 The Daily News gained more agate lines of food advertising than all other Chicago newspapers, daily and Sunday, combined.

## THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

**ADVERTISING  
REPRESENTATIVES:**

**NEW YORK**  
J. B. Woodward  
110 E. 42d St.

**CHICAGO**  
Woodward & Keeler  
360 N. Michigan Ave.

Member of 100,000



## THE STORY IN AGATE LINES

*Being the eight months' record of food advertising in all Chicago newspapers*

Newspaper	Eight Months' Total	Gain	Loss
the Daily News.....	919,584	237,186	
merican.....	685,495	111,938	
aily Tribune.....	392,036		292
aily Herald-Examiner.....	122,870		72,049
ost.....	21,354		6,370
ournal.....	12,626		4,876
unday Tribune.....	147,977		12,741
unday Herald-Examiner.....	115,139	7,629	

*NOTE: The above table does not include the advertising of the Chicago department stores, as the separate weekday and Sunday figures are not available. These stores in the first eight months of 1928 placed in The Daily News 127,363 lines of food advertising, or nearly twice the volume of all other papers, daily and Sunday, combined.*

# GAILY NEWS

's H  
newspaper

CAGO  
d & Ke  
higan A

00,000

DETROIT  
Woodward & Kelly  
408 Fine Arts Bldg.

SAN FRANCISCO  
C. Geo. Krogness  
303 Crocker 1st Nat'l Bank Bldg.

merican Cities



## "Set Your Sales Quota 5% Above Last Year In Oklahoma"

The Standard Sales Statistics Company of New York, in its September, 1928, Sales and Credit Prospect report says:

"Prospects for a heavy cotton crop in Oklahoma and Texas, coupled with relatively enormous wheat yields, should result in especially high purchasing power in those states."

"Sales executives will be justified, in our judgment, in setting quotas for Oklahoma, Texas and Tennessee about 5% above last year's results."

Oklahoma's cotton, based on present prices to the farmer, will be worth more than \$101,500,000.00 in 1928. You can influence the spending of this income by advertising in THE OKLAHOMA FARMER-STOCKMAN.

*184,168 ABC Circulation Each Issue*

Carl Williams  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Ad Mgr

Published by THE OKLAHOMA PUBLISHING COMPANY  
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES  
Represented by E. KATE SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# Our Salesmen Are Not Allowed to Extemporize

They Have to Follow a Prepared Sales Plan and Sales Talk—Yet They Are Not Poll Parrots

By W. G. G. Benway

Branch Manager, Union-Central Life Insurance Company

ONE great failing that many salesmen have in common is their unwillingness to follow a charted course. They yield to the blandishment of an ego that they do not realize they possess and instead of profiting by the experience of others, follow the costly practice of finding out for themselves facts that have been long known to others, of which they could have become possessed merely by a willingness to listen and learn.

When I entered the insurance field a number of years ago, the job represented my first experience with actual insurance selling, and hence I was anxious to learn. I read many books on salesmanship, and eagerly read business magazines. I wrote hundreds of letters to successful salesmen to find out their methods.

It is a well-known fact that insurance salesmen, as a rule, are drifters because their earnings are not satisfactory. I determined to find ways and means of making the men in the ranks consistent producers and thus increase the volume and reduce salesman turnover.

In my search for the fundamentals that would bring this about, I became impressed with two aspects of the problem. I found that failures were generally due to a lack of sales direction and co-operation on the part of the company or an unwillingness on the part of the salesman to follow company methods. Secondly, I concluded that successful salesmen, and executives as well, were men who knew where they were going and how to get there because they followed a definite method of procedure.

The successful sales manager or salesman must be a tactician, like Napoleon, who planned his battles

on paper months before they were fought, and whose victories were once so habitual that one might almost say he won his battles before he fought them. However true this Napoleonic legend, it is not to be doubted that the little Corsican made his plans before going into action and the men who defeated him had to think faster than he. Salesmen who think and plan before they act are invariably more valuable than those who have the blind staggers and rely on their mentalities only when they are face to face with their prospects.

**"YOU CAN'T TREAT ALL PROSPECTS ALIKE"**

Mediocre salesmen adopt a hit-and-miss program dependent on the circumstances of the moment. The current alibi is that "you can't treat all prospects alike!" There's enough truth in this statement to seem to justify it, but as a policy it is disastrous to the salesman. Human reactions are much the same and must be governed by certain fundamentals. The actor who would attempt to improvise on the stage would be asinine, indeed. His failure would be quick and certain.

With these fundamentals in mind, I set about to devise a sales program by which the average salesman could hit the bull's eye more often than not. I tried it on a green salesman to give it an unbiased test. It happened that shortly after I had put this man through the paces I was called East, and though he had never sold insurance before in his life he piled up a volume the first month of \$26,000. He's still going strong. The second man was likewise successful. During the first year he doubled his previous income. So confident was I of the effectiveness

of the sales plan, that I made this man a proposition, that if he agreed to do exactly as I instructed, I would allow him his renewals if he quit inside of a year. That was two years ago and he is still a valuable man in our organization.

The volume of our Seattle branch has increased from \$400,000 to close to \$2,500,000 in the short space of five years, and most of this increase in production has occurred during the last two years, since we inaugurated the planned sales program. This proves its effectiveness.

Our sales program consists of two phases. First, the planned sales talk which each man must memorize. Then, a system of controlled calls that insures systematic solicitation and discourages loafing.

Of course, the first requisite of successful selling is a comprehensive and general knowledge of the business. Our men must pass a prepared educational course in insurance. Also, regular study classes are held each morning to keep all information right up to the minute.

But here's the gist of the plan. Though each salesman is thoroughly grounded in every insurance problem, he is not permitted to extemporize in his interview! Sales talks are provided to meet every need and to sell every type of insurance. No one man prepares these talks. Our men get together and collaborate, and hence the talks are not altogether a matter of parrot-like repetition.

The premise of thus building up each talk is a definition of a sales talk. "A sales talk is a series of logically arranged, inter-related, major ideas, so emphasized and illustrated as to arouse enthusiasm for and have a tendency to engender action toward the object intended." Not a haphazard conversation about a proposition—not a battle of wits at the spur of the moment—but a carefully laid plan of arguments, prepared in the sales manager's office.

Each proposition for which a talk is being prepared is analyzed in the light of this definition, and is built step by step to meet its requirements. The underlying

theory is that the company does not merely sell policies as such, but meets a vital need of the prospect. The big job is to vitalize this need in the minds of the prospects. Salesmen must talk from the prospect's viewpoint, must discover his big insurance need, emphasize it, and for the moment forget the policy as a product to be merchandised. We approach the problem of selling insurance, not by enumerating the various kinds of policies we offer, but by listing the needs that we are able to fill. Every one of these needs is thoroughly analyzed with the idea of presenting it as effectively as possible in a cut and dried talk, if you please. The arguments that are good today are equally effective tomorrow. The big thing is to present the major ideas in logical order with the most telling effect.

This principle of salesmanship is just as applicable in any line. The prospect isn't interested in a beautiful sedan, but is concerned with transportation that will get him somewhere, in comfort, in style, with economy, or what you please. The mechanism of the electric washer is not significant to the housewife; she wants to do away with the drudgery of blue Monday. It's the style, comfort, leisure, or what have you, that comprises the ammunition which hits the mark.

#### A FORMULA

We have a formula for finding out just what these major ideas are for each problem. We use a simple question—"what must the prospect believe before he will buy?" Beginning from that point, a sales talk is created for each need. For instance, the man who is being sold an old age pension must accept the following statements before he will buy: 1. Old age is a real problem. 2. Most men reach old age without a competency. 3. Many successful men reach old age without a competency. 4. The reason is a lack of a definite plan. 5. The plan offered will solve the problem. 6. No other plan is as good.

Around this sequence of reason-

does much, to realize from dis- em- ment to approach- ance, various by able needs the lively talk, that active s to gical effect. ip is The beau- with him style, lease, electric the away Mon- ture, prises the

nding ideas use a t the will point, each who pension state- . Old Most com- men com- lack an of- problem. season-

ing is built the sales talk, each salesman being permitted to offer suggestions. The talk finally adopted is voted the best possible and each man is expected to stick to it as closely as interruptions will permit. Even though the prospect does interrupt, the memorized talk enables the salesman to get right back on the track with the least possible influence of disrupting elements.

The sales talk that was built around the need of an old age pension has been called, "Buying Happiness at Sixty-Five," merely as a means of identifying it among other talks. Each talk is processed and given to the salesman.

Having acquired a complete knowledge of the business, and learned several sales talks to meet varying needs, the salesman is ready to try his skill—but where? We avoid lost motion and secure regular calls by building up a good prospect list through direct-mail advertising. We aim to allow each salesman 100 prospects secured through direct mail. The names on our list are carefully selected and include only those having a business address.

Cards are made up for these names so that reports can be written on the original list, while the cards are shuffled for daily use. A series of letters and circular booklets are sent to the names. The first booklet is called "Planning Your Insurance Estate." It is preceded by a letter in which the prospect is offered this book free, a postal card being enclosed for this purpose. Whether or not the prospect sends for this booklet the salesman calls on each name on his list, delivering the booklet in person if necessary. Then he goes through the prepared approach and sales talk.

The principal caution in regard to this approach and talk is not to be led into bypaths of discussion, but to move rapidly forward with the least amount of lost motion until the sales talk on old age endowment has been launched.

From these initial letters we receive an average of eight replies per 100 names. One letter brings

about 80 per cent of the agency's business by establishing live leads for salesmen. Some business is secured on the first interview but the follow-up is the big thing, if the salesman decides the party is worth further attention.

In that case he has a report card in his portfolio which is extremely useful. This already contains the prospect's name and business address. He asks the prospect for the third item to make the report complete, namely his age. These cards are then filed alphabetically and by day of age change. Automatically thereafter, all prospects are sent birthday cards with an age change letter emphasizing the economy of buying insurance before the rate increases with age. This report card also gives data of subsequent interviews.

This routine, of course, is particularly applicable to the sale of insurance, but it serves to illustrate the method of systematic procedure we use. Office co-operation with salesmen is all-important.

#### THE SELF-DISCIPLINE ASPECT

Then there is the self-discipline aspect of selling that spurs the salesmen to regular and consistent effort. We find that the daily report contributes to this end, as does also a comparative recapitulation for a week, showing the result of each man's work—number of calls, hours worked, kind of calls made, number of interviews, applications secured, prospects secured, and so on. This information is recapitulated into a form that we call the "Measuring Rod," by which each man may measure his accomplishments with those of his colleagues.

In connection with this "Measuring Rod" is a system of grading a man's weekly effort, so that each may check his own accomplishments with a minimum standard. The points are as follows: 1. Fifty calls, 25 points; 2. Fifteen interviews (actual presentation of a sales talk, 15 points; 3. Ten age change reports, 5 points; 4. Each day's work planned the day before, 5 points; 5. Three references from each policy sold, 10 points; 6. No

wasted time, 5 points; 7. One application a week, 10 points; 8. Pre-paid, 5 points, and 9. Average application \$4,000, 20 points.

Summarizing, it may be said that successful salesmen, as well as men successful in every line, owe their success to personality plus a systematic routine of procedure, strictly adhered to. They are merely actors who have learned their lines well, realize the value of props, and who do not lose buoyancy in the daily performance. Repetition does not deaden the work of an actor, nor is he less an artist because he repeats the words of another. To be sure, a clever actor needs a skillful playwright and director, but he is no less an actor because of this fact. That's where the sales manager comes into the picture in the selling business.

The so-called extemporaneous monologue patter that made Will Rogers famous, is perhaps not as extemporaneous as it seems. This comedian could tell of hours of labor before each stage performance—with newspapers, scrap books and filing systems.

And it is much the same way with selling goods, even if they are advertised goods that the prospect should know all about. Lines of talk are much akin to clothes. They must fit the wearer and the occasion, but if the successful salesman's line of talk seems extemporaneous, that is undoubtedly only because he is good enough actor to make it appear so and a keen enough thinker to select from his ready-made repertoire the most appropriate lines for the selling situation which confronts him at that particular moment.

The more difficult this seeming extemporaneous stuff is to do, the more time and attention does it deserve and the more preparation must it have in advance. It is a requisite to be supplied with a cut-and-dried talk, but this must be made to fit the individual personality and temperament, the territory and the type of prospect. But this variation does not necessarily alter the logic or the forcefulness of the planned talk.

## Harry Holland to Direct Sun-Maid Sales

Harry Holland, formerly managing director of the Producers International Sales Association, Ltd., London, sales agency for Sun-Maid raisins and prunes and Blue Ribbon dried peaches and figs in the United Kingdom and Continental Europe, has been appointed general sales and advertising manager of the Sunland Sales Co-operative Association, with headquarters at Fresno, Calif. He succeeds Ellsworth Bryce, formerly sales manager, and C. G. Standford, formerly advertising manager of the Sunland organization, both of whom have resigned.

M. S. Bury, formerly in charge of the sales plan and method department, has been made assistant general sales manager, and R. R. Randall, formerly in charge of the trade service department, will be in charge of the advertising department. The Sunland Sales Co-operative Association is the distributing agency through which Sun-Maid raisins and prunes and Blue Ribbon dried peaches and figs are sold in the United States and Canada.

## Transferred to Detroit Office of Rodney E. Boone

Roy M. Hutchinson, formerly with the Chicago office of the New York *Evening Journal* as national advertising solicitor, has been transferred to the Detroit office of the Rodney E. Boone Organization where, under the direction of Franklin S. Payne, he will sell national advertising space in the following Hearst newspapers: New York *Evening Journal*, Chicago *Evening American*, Washington *Times*, Albany *Times-Union*, Baltimore *News*, and Milwaukee *Wisconsin News*.

## Florida Citrus Growers Plan United Campaign

The Florida Citrus Growers' Clearing House Association has been formed for the purpose of commodity advertising of Florida oranges and grapefruit. An advertising campaign will be directed by Erwin, Wasey & Company, New York advertising agency.

This advertising of Florida fruit will be in addition to the brand advertising of the Florida Citrus Exchange on its Seald-Sweet brand and to the campaigns of other brand advertisers in the State of Florida.

## Part of Anaconda Account with Hommann & Tarcher

The American Brass Company, Waterbury, Conn., manufacturer of Anaconda brass pipe, Anaconda copper and Anaconda bronze, has appointed Hommann & Tarcher, Inc., New York, to handle part of its general advertising. This appointment does not affect that part of the Anaconda advertising now handled by Lord & Thomas and Logan, Inc.

# The CHICAGO HERALD and EXAMINER

	Circulation
Herald and Examiner . . .	411,515
New York Times . . . . .	405,707
Boston Post . . . . .	395,607
New York World . . . . .	334,482
N. Y. Herald-Tribune . . . .	302,365
Philadelphia Inquirer . . . .	277,880
St. Louis Globe-Democrat . . . .	264,604
Kansas City Times . . . . .	248,941

A. B. C., March 31, 1928

**2nd**  
 largest  
 morning  
 newspaper  
 circulation  
*in America*

★ Standard Size Newspapers

**THE CHICAGO  
 HERALD and EXAMINER**

National Advertising Manager—J. T. McGIVERAN

**EUCLID M. COVINGTON**

285 Madison Avenue, New York 625-6 Hearst Bldg., San Francisco

**T. C. HOFFMEYER**

One of the 28 HEARST NEWSPAPERS read by  
 more than twenty million people

Member of International News Service and Universal Service

# Reader Interest Public Confidence

*— the most valuable assets  
of any present-day newspaper*

What is the SECRET of the incomparable READER INTEREST and PUBLIC CONFIDENCE in the New York Evening Journal?

What power attracts and holds the largest evening newspaper readership in the United States . . . over one hundred per cent greater than the next largest standard evening newspaper in the New York Market?

The New York Evening Journal has put back of its news columns the largest and highest paid local news staff of any evening newspaper in New York City.

E  
V

SARST  
CHICAGO

The New York Evening Journal has the largest and most distinguished staff of editors, writers, experts, artists and contributors of any evening newspaper in America.

The New York Evening Journal is giving the public a better and still better home newspaper, one that appeals to the better type of reader in the better type homes throughout Metropolitan New York.

The New York Evening Journal has been overwhelmingly FIRST in READER INTEREST and PUBLIC CONFIDENCE, among all evening newspapers, because it has DESERVED to be first.

# NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read  
by more than twenty million people*

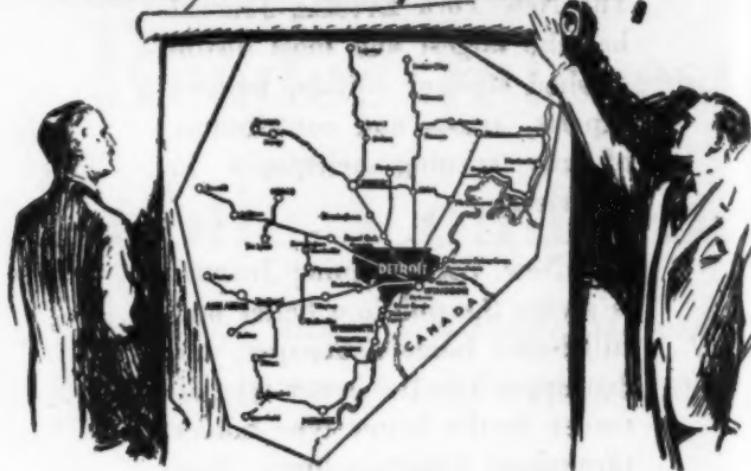
HEARST BUILDING  
CHICAGO, ILL.

9 EAST FORTIETH STREET  
NEW YORK CITY

BOOK TOWER BUILDING  
DETROIT, MICH.

*Member of International News Service and Universal Service*

# No Other Market/ Like it Anywhere!



*Greatest Employment  
in History, Greatest  
Production in History,  
and One Paper Covers It*

One hundred thousand more people are employed in Detroit than a year ago, 22,000 more units were produced by its automobile industries in August than in April, 1926, the previous high water mark. This market is ripe for advertising effort and you can cover it adequately through **The News**, which goes into four out of every five homes taking any English newspaper.

## The Detroit News

The HOME newspaper

New York Office

I. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 6 No. Michigan

# Advertising Is Changing the Banker's Selling Methods

As a Central Selling Force, It Is Reorganizing the Business of Which It Has But Recently Become a Part

By Carlton K. Matson

Chief Editorial Writer of the *Cleveland Press*

IN the beginning, bank advertising was an accident. It was the experiment of men of an adventuresome turn of mind who were not taken seriously in the banking business.

Then it gradually became a fad indulged in by bankers who applied it because others did. And they applied it in large and indiscriminate doses, much after the manner of the administration of castor oil in an earlier day of the practice of medicine.

It was not fitted to any particular use, because the banker had done little thinking about what its use might be.

Then gradually—and perhaps more through the offices of the Financial Advertisers Association than through any other organization—specific advertising was used for specific purposes.

Copy began to be written for the purpose of doing certain things.

Purpose took the place of guess work. The panacea gave way to the poultice. Ornate platitudes gave way to the language of salesmanship. Space filling gave way to arresting layout.

And that brings us to the point where we are today—and let us just for a moment ask ourselves—where are we?

The bank has passed entirely out of the period of its narrowly limited usefulness. It has indeed become a department store of finance. It carries a line ranging from mortgages to steamboat tickets.

The parallel between the bank of today and the department store can go much further. The bank performs a function in the com-

munity very like that of a department store. Neither of them is a manufacturing establishment. Both of them live by the sale of a service. They have assembled something which is made convenient to the public; in the department store—goods; in the bank, in part money, which becomes credit.

Yet how different! And I think that here is the point of departure of the progressive, growing bank of the next twenty-five years.

The department store is organized on a selling plan. Every individual in the store is keyed into a selling organization. A modern merchant would be scandalized at putting any individual into contact with the public who was not trained as a salesman.

The sales executive of the store is, next to the chief executive, the most important member of the staff. He is in recognized control of the entire personnel in its relation to the public. The store recognizes itself as a selling organization. Practically every problem is recognized as directly or indirectly a selling problem.

Now it is an ancient bromide to you men to tell you that everyone in the bank, who touches the public in any way, is also a salesman engaged in selling. There is certainly nothing new about that statement. There has been plenty said and little done about it.

The extent to which your bank is really sales-minded can be determined fairly accurately in this way. When there is an important decision to make, how do your executives go about it? Do they weigh and estimate the sales aspects of the matter as at least of equal importance with the fiscal aspects?

In many cases the president goes

Extract from a talk delivered last week before the convention of the Financial Advertisers Association at Utica, N. Y.

into executive session in a vacuum, possibly with a senior vice-president and a couple of members of the board of directors, and then calls in his new business manager and his advertising manager and tells them about what has happened and what must happen.

Any bank that makes a decision to change its relation with the public in such an essential matter as putting a charge on checking accounts without consulting its sales and advertising executives in advance, either has the wrong kind of policy, or the wrong kind of sales and advertising executives.

And usually it's the former—the wrong kind of policy. Or perhaps it is both—because the bank has the wrong kind of policy it gets the kind of sales executive—and I use the term with broad charity—who doesn't weigh anything.

But usually the case is that it has not percolated into the brain of the chief banker of the institution that the opinion of a good advertising manager might be tremendously valuable as to when the service charge was to be applied and as to how much the public would stand. If the advertising manager is worth his salt he knows more about the public than any other man in the institution. It is his business to know how much that public will stand. But too often he is called in as a sort of apologist for someone else's decision. He very often becomes an undertaker for dead ideas.

To interrupt for a moment—I have never satisfied myself with the line of copy which has been used in most of the announcing of service charges on checking accounts. I have read no end of this copy and it all seems to be touched with apology, as though the banker was not quite self-respecting in the matter, as though he thought he was preparing to soak the public and wanted to soften the blow by getting some honeyed words in first.

Why on earth has the bank not swung to the other tack and told the public that hereafter it would be allowed the privilege of hav-

ing its bookkeeping handled at a minimum charge through the medium of the checking account—that this great service is now for the first time open to the client who does not feel that he can carry a large balance? And so on.

#### WHY SNEAK UP ON THE PUBLIC?

It's true, isn't it? Then why not say so? Why has there been such a heavy-footed sneaking up on the public in this matter. I can understand no reason for the indirection, unless it is an ingrained fear of candor in dealing with the public through the public prints, upon the part of many bankers.

But to return to what I will generously allow is the line of argument—the bank which makes its decisions, well insulated from its sales and advertising machinery, and then calls in its advertising manager to make the announcement is yet in the dark ages of modern banking.

Because all the dealing with the public is selling, and because all of the business of the bank is directly or indirectly a dealing with the public, a central and controlling concern in every question up for decision is one of salesmanship.

In almost any other modern business upon earth, an advertising department not reporting to, or in concert with, the sales department would constitute an organization scandal. Yet it is not uncommon in the banking business that the new business and advertising departments are not much related. Often they report to different executives.

Smaller banks are frequently lucky in that the new business and advertising manager are the same person. This, however, is too often a marriage of convenience and not a recognition of natural compatibility.

Any sales control of the modern bank, even the largest, is almost unknown. The new business department is still a wart on the organization, instead of a vital internal organ.

And not until the sales organ-

# 58 Years of Constructive Growth

THE INDIANAPOLIS NEWS is a great newspaper today because its institutional strength has experienced 58 years of steady, constructive growth. In this broad span of years, many men have given the full fruit of their lives in the service of this institution.

Now approaching its 59th birthday, The NEWS is proud to record that in its organization are 70 employees who have been in the NEWS family for more than a quarter-century, and two of them for more than 50 years.



***The INDIANAPOLIS NEWS  
sells The Indianapolis Radius***

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

NEWS CIRCULATION IS 93% HOME-DELIVERED

ization becomes a vital organ at the center of the bank's operation will the bank really come into its own.

It seems to me that through adequate and well-organized sales machinery there is better chance of clearing up the personnel problem than any other. If men and women are properly instructed and then properly observed as to their actual performance, there should be some real standard possible for application.

And I do not mean a standard of how-many-new-accounts. I mean a standard of business handled, business kept, and business secured.

I am aware that any such program is far more technical and difficult than any similar one which faces the department store executive. In banking there is little opportunity to go down at night and check sales as the merchandise manager does in the store business.

But at least this is possible—that advertising and new business promotion be brought under centralized control and that such control be high up in the councils of the bank.

It is also possible that in the employment and advancement of personnel, the ability to please and satisfy the public can be made matters of authoritative concern to this same sales control.

### R. D. Northrop with Wood, Putnam & Wood

R. D. Northrop, for the last year in charge of advertising and merchandising with the Cushman-Hollis Company, Boston, has joined the Wood, Putnam & Wood Company, advertising agency of that city, in an executive capacity. He formerly was with the *Boot and Shoe Recorder* and The Spofford Company, Inc., both of Boston.

### Robert C. Marley Joins Mitchell-Faust Agency

Robert C. Marley has joined the staff of the Mitchell-Faust Advertising Company, Chicago. For the last two years he has been vice-president of The Caplen Company, advertising agency of that city. He was at one time with the advertising department of Montgomery Ward & Company.

### Bragdon, Lord & Nagle Affiliate with McGraw-Hill

The Bragdon, Lord and Nagle Company, New York, publisher of the *Textile World*, has become affiliated with the McGraw-Hill Publishing Company, New York. In addition to *Textile World*, which was established in 1868, the merger includes the "Consolidated Textile Catalog," *Textile Advance News*, "Official American Textile Directory," the "American Knitting Trade Directory" and a group of books devoted to the textile industry.

The Bragdon, Lord and Nagle organization will operate as a separate division of the McGraw-Hill company. Henry G. Lord will continue as president, Frank L. Nagle as chairman of the board and H. O. Barnes as secretary. Joseph H. Bragdon will be vice-president and general manager. Mr. Lord and Mr. Bragdon become members of the board of directors of the McGraw-Hill Publishing Company and Mr. Bragdon joins its executive committee.

The consolidation adds a new and important division to the McGraw-Hill organization and increases its business, industrial and engineering publications to twenty-three. This is the second large affiliation to be effected within three months. The first was the merger with the A. W. Shaw Company which, as a division of the McGraw-Hill company, is the publisher of the *Magazine of Business and System*.

### C. E. Eldridge to Direct Reo Motor Sales

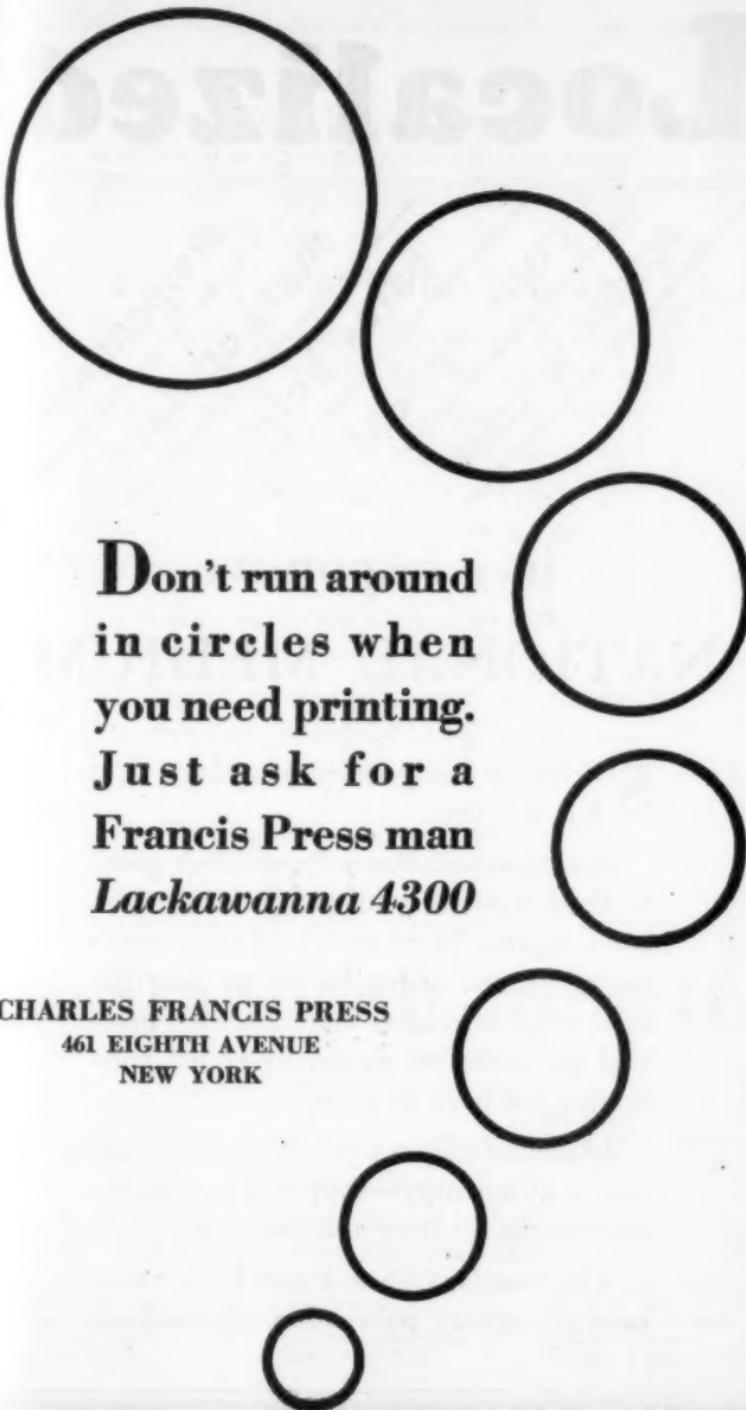
C. E. Eldridge has been appointed general sales manager of the Reo Motor Car Company, Lansing, Mich., succeeding C. A. Traphagen, resigned. Mr. Eldridge has been with the Reo company for twelve years and, before becoming assistant general sales manager, was manager of the company's Chicago branch.

### Clifton D. Jackson with Ramp Buildings Corporation

Clifton D. Jackson has been appointed assistant to the president of the Ramp Buildings Corporation, New York. Until recently he was office manager of John Wanamaker's, New York, and formerly was secretary, for more than four years, of the Advertising Club of New York.

### Walgreen Buys Evans Drug Chain

The Walgreen Company, Chicago, has purchased the George B. Evans Drug Stores, of Philadelphia. With this purchase, the Walgreen Company owns about 180 drug stores and will operate more than twenty others, bringing the number of stores in the chain to more than 200.



**CHARLES FRANCIS PRESS**  
461 EIGHTH AVENUE  
NEW YORK

# Localized

cooperation  
market data  
sales help  
copy appeal  
reader interest

in a responsive

## NATIONAL MEDIUM

**S**OUNDS too good to be true . . . . but it *is* true.

The Standard Farm Paper Unit gives all these marketing advantages to a superlative degree. Here are 15 separate dominating papers, edited locally to meet the local needs of readers in an intimate, practical way which no nationally-edited publication can hope to equal.

In each of these 15 publications you can run localized copy—copy that applies exactly to the territory and the reader.

The Standard Farm Paper Unit maintains 21 separate publication offices. Each

of these offices is literally a Service Center which will work with you—closely, intelligently and locally to make your advertising more effective.

### *The Great "PAY DIRT" Markets*

The Standard Farm Paper Unit (2,300,000 A. B. C.) covers the most prosperous farming sections of the most prosperous farm states—covers them thoroughly and intimately. These markets are the "pay dirt" markets of America—rich, ready to buy and as yet undersold.

Students of modern merchandising urge intensified effort in selected markets. Eliminate wasted work and wasted circulation. Concentrate! Localize! Dig where you know the "pay dirt" is.

The Marketing Guide, a comprehensive statistical study of the whole farm market was compiled by disinterested authorities. Copies will be presented to interested executives by appointment.

## **The STANDARD PAPER FARM UNIT**

*One order—one plate—one bill*

WALLACE C. RICHARDSON, General Manager

### CHICAGO

Courtney D. Freeman, Western Manager  
307 North Michigan Avenue

San Francisco, Kohl Building

### NEW YORK

Willard R. Downing, Eastern Manager  
250 Park Avenue

*Your sales problem is national—but your dealer's is always local*

*The Standard Farm Papers meet both!*

Missouri Ruralist  
The American Agriculturist  
The Wisconsin Agriculturist  
The Breeder's Gazette  
Pennsylvania Farmer

The Prairie Farmer  
Ohio Farmer  
Wallaces' Farmer  
The Progressive Farmer  
Pacific Rural Press

The Nebraska Farmer  
Kansas Farmer  
The Farmer, St. Paul  
Hoard's Dairymen  
Michigan Farmer



**The \*Detroit Times  
in the first eight  
months of this year  
carried more advertising  
than any eight months  
in the history of  
the paper.**

**We thank the  
national advertisers  
who have contributed  
so largely to  
this record.**

**“The Trend is to the Times”**

**\*One of the 28 HEARST NEWSPAPERS read by  
more than twenty million people**

*Member of International News Service and Universal Service*

# Comments of a Man Who Does Not Know Advertising

With the Eyes of a Salesman He Looks at Advertising and Tells How He Thinks It Should Sell

By W. L. Barnhart

Resident Vice-President, National Surety Company

**F**IRST let it be said that I am not an advertising man. That is why I have the temerity to write down the ideas and opinions here expressed. I haven't a doubt that most experienced advertising men will dismiss this with the contemptuous comment that if I knew anything about the subject I wouldn't be writing as I do.

But I make no claim to knowing advertising. My time has been quite fully occupied during the last ten years with the problem of actual personal selling—first as a salesman myself, later as a sales manager and finally in charge of sales publicity, attempting to segregate and analyze the causes of sales success and failure.

From a wide acquaintance among the highest paid salesmen in America, the "so-called specialty men" who create business *where there isn't any* and sell against the utmost resistance, I have built up an appreciation of those factors and fundamentals which the highly successful salesman uses to create business.

It always has seemed to me that all this elaborate division between advertising and selling as such is largely an artificial barrier erected by advertising and selling departments, possibly in the interests of preserving their own integrity.

I have never been able to understand why advertising should not say much the same things as the most successful salesman uses in his own sales talk, and say them in as much the same way as possible in view of the natural variance between the written and spoken words. It has always seemed to me that the trouble with most advertisements is that they are too much advertisement and not enough real "sure-fire" selling stuff!

This is preliminary to the announcement that finally, after these years and months of patient searching, I have found an advertisement that is wholly after my own heart, one to which, if I were the judge, I would award *all* the advertising prizes. To my mind, it's the best example of real sure-fire stuff in an advertisement that I have seen in many years. Probably any advertising man could give me thirty reasons why this particular advertisement violates almost every rule and tradition of good advertising. I don't know advertising but I do think I know a little about salesmanship, and it's my opinion that this advertisement has more selling to the square inch than anything I've read for many a moon. It is exactly as the star salesman talks. . . . It has the stuff of which great selling records are made.

Just listen to this copy:

HE BROUGHT  
NINE FRIENDS IN TO BUY THE  
NEW HUPMOBILE SIX

Owner's enthusiasm for car *not yet delivered* literally turns him into a salesman.

Astonishing things have been happening in Hupmobile's salesrooms since the moment the Six of the Century first appeared.

And they go right on happening, because the public has never before had the chance to buy such a car for so low a price.

One of the latest incidents reported is that of the man in Portland, Ore., who bought a new Hupmobile Six for himself, and then began to bring his friends into the salesroom.

Nine separate times he came back, each time with a friend, and saw that their orders were entered. All this before his own car was delivered to him.

There was also the Harrisburg man and wife who bought two new Hupmobiles instead of one; the man in New York, who offered \$2,500 cash to drive away the car on the salesroom floor; the groups in Omaha, Salt Lake City, El Paso and elsewhere whose average guesses at the price were hun-

dreds of dollars high; the Oklahoma banker's family of seven who in secret vote unanimously named Hupmobile their first choice, and so on.

Such things have not been recorded for years; and it remained for the Six of the Century to bring back the motor-ing enthusiasm and excitement of the early days of the century.

The car itself with its newly created beauty, and its dashing performance—the name it bears—the low price—when you study these, in relation to other offerings, you reach the imme-diate conclusion that there is nothing in the market to approach the Six of the Century.

The New Hupmobile—the Six of the Century—has developed more astonish-ing incidents than have been recorded since the automobile industry and this century began. The ones here reported are "taken from life." Names and full particulars on request.

Twenty-four body and equipment combinations, standard and custom, \$1,345 to \$1,625 f.o.b. Detroit, plus revenue tax.

Can't you just visualize the star salesman using almost those same words in talking to his prospect? Let's analyze the advertisement to see why it contains sure-fire sell-ing stuff:

1. *Exuberant enthusiasm.* One of the biggest reasons for the star salesman's success is the exuber-ant enthusiasm that bubbles forth from him in every word he utters. Good salesmen have to be enthu-siastic and it was this very spirit of exuberant enthusiasm carried into the advertisement that first attracted my attention.

2. *It deals in superlatives.* I have always maintained that no salesman could ever attain the real heights in selling unless he actually believed, down in the depths of his heart, that his propo-sition was the best proposition that could possibly be offered to the prospect at the time of the interview. This advertisement reflects that same thought. It doesn't proclaim in the headlines: "This is the Best." It doesn't need to. You instinctively know that the man who wrote that copy was absolutely sure in his own mind that the new Hupmobile was the best car of all that were of-fered at anything like its price. It doesn't say so in so many words but the idea is there.

3. *Sincerity and Truth.* A good salesman is a man who looks you

right in the eye and tells you incidents and facts and lets you see from "everything about him, his eyes, his manners, his words and his way of saying them that he is absolutely sincere and knows every word he is saying to be the truth. And this advertisement looks you right in the eye and tells you the truth in exactly the same manner.

4. *It puts the reader right into the picture.* Every good salesman knows that the true secret of sales success is to put his prospect squarely into the middle of the picture, to make him see himself in every word that is uttered, in every vision conjured before the imagination.

And I never read an advertise-ment that so completely brought me into the picture as did this one. The mere fact that the man from Portland, Oreg., wasn't Mr. Jones or Mr. Brown or some great celebrity but was merely "the man from Portland" made me project myself squarely into his shoes. I've done that same thing myself—become so enthusiastic over some article I bought that I brought a lot of my friends in to purchase it. The fact is, I like to buy articles that I can feel so enthusiastic about.

My only criticism of the ad-vertisement is that the copy writer felt it necessary to insert the sen-tences to tell me that "these inci-dents are taken from life, names and full particulars on request." That rather cheapened the whole business for me, and formed the only jarring note, because it had never entered my head to doubt it! Of course I knew that these incidents were real! They sounded so real that I couldn't for an instant question them.

5. *It has a news value.* You feel as you read this advertise-ment that you are reading about something that happened only last week and is, in fact, still going on. I seem to feel instinctively that here is an advertisement not a part of any definite schedule planned six months or a year be-forehand, but an advertisement vibrant with the spirit of today—

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**C**ONFIDENCE is today the most prized asset of business, in a Restless Age.



**I**N a dizzily spinning, kaleidoscopic world whose only code is "What next?"—with markets changing over night and new discoveries, new whims and vagaries waiting around the corner, business must cultivate confidence as a very close relative of sales.



**I**N the Detroit market The Detroit Free Press is your most helpful ally in acquiring this prized asset of business—not the stolid and stupid con-

fidence of tradition and old age, but the trust and belief of the men and women in this market who are not only a part of the Restless Age themselves, but who, in this corner of the world and in every walk of life, are shaping some of its policies.



**H**ERE, through The Detroit Free Press is a definite opportunity to create confidence, meet competition and make sales without any of the penalty of waste either in the doing or the cost of doing.

## The Detroit Free Press



VERREE &  
National  
New York

Chicago

Detroit

CONKLIN, INC.  
Representatives  
San Francisco

one written in the enthusiasm of the immediate desire to tell about the thing that has just happened. It's the kind of stuff I used to write in my old reporting days when I'd rush off to a fire, grab a few particulars, rush back to the office and pound out on the battered old typewriter a few paragraphs to be set in eighteen point "to catch the bulldog edition" and then rush back to take up the story where I left off.

I can't help having the feeling that this copy was written in a good deal the same way. I seem to sense the copy writer visiting the shows, seeing these things happen, talking with the sales managers and salesmen to get the highlights and then dashing across town to put his story hot onto paper, so he could rush back to where things were still continuing to happen.

Such advertisements as these will not conform themselves to any schedule. They are the sort that must be sent by air mail or transferred by picture over the telegraph wires or the radio. There is freshness, light and vigor in such material that stands out like a beacon light in the vast sea of "scheduled" advertising.

*6. This advertisement has something to say, rather than has to say something!* There is all the difference in the world between those two phrases.

It seems to me that if I were an advertising man I'd go to an advertiser who had a \$500,000 appropriation and I'd say to him: "I won't make you any schedules at all. I don't know what mediums I'm going to use or when the advertisements will run. I may not use a half or a quarter of your appropriation or on the other hand I may be at you before the half year is up with the information that I've already spent all the appropriation and I need more money to do the job right. But what I'm going to do is work close to your sales organization and your factory. Be on the lookout for news, for sales angles, and plans that will really go over with a bang! I'm going to spend my

time with your salesmen and your dealers and your customers, seeking sales ideas and slants that will bring you business. And whenever I get an idea that I can get myself awfully enthusiastic about, I'm going to shoot it over big, and shoot it over quick and cover just as much territory with my story as I feel can profitably be used to increase your sales.

"And when I haven't anything to say—I simply won't say it at all! Rather than weaken your field with a perfunctory, wishy-washy advertisement that doesn't say anything in double pages and four colors, so as to maintain a schedule, I'll stay out of the issue for weeks or months if necessary, but when I do land, it will be because I really have something to say and I'll say it with a punch that will make folks sit up and take notice."

#### Nilco Lamp Works Appoint Picard-Sohn

The Nilco Lamp Works, Inc., Emporium, Pa., manufacturer of Tungsten industrial home-type lamps, decorative lamps and Christmas tree lamps, licensed under General Electric patents, has appointed Picard-Sohn, Inc., New York advertising agency, to direct its advertising account. Business papers are being used.

#### Ground Gripper Shoe Account to Husband & Thomas

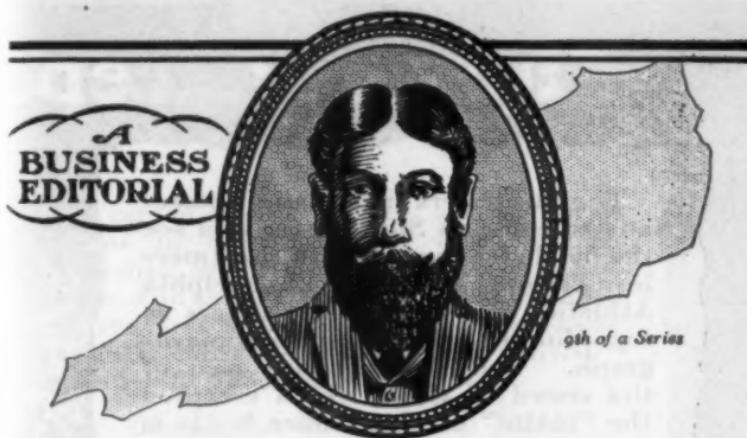
The Ground Gripper Shoe Company, Inc., and the Ground Gripper Stores Company, both of Boston, have appointed the Husband & Thomas Company, Inc., New York advertising agency, to direct their advertising account. This appointment is effective January 1, 1929.

#### Eastern Newspaper Campaign for New Candy Line

J. Jay Fuller, Advertising, Inc., Buffalo, has been appointed to direct the advertising of a new line of package candies recently placed on the market by Jane Elizabeth, Inc., of that city. Newspapers will be used in Eastern cities.

#### Columbus McKinnon Chain Appoints R. E. Gersbacher

R. E. Gersbacher has been appointed assistant sales manager in charge of automotive sales of The Columbus McKinnon Chain Company, Tonawanda, N. Y.



## WHISKERS and Youth

THIS portrait of a gentleman of the "late nineties" would never be acceptable to today's youth as a perfect pose. In the first place, the whiskers are taboo. The hair-comb would raise hysterics in any sophisticated "drug store cowboy."

Youth wants the new—not too suddenly, of course. But youth is restless. Whiskers are too placid.

Something has happened to bring about such a wholesale acceptance of the idea that whiskers are not a part of this day and age. Look to the daily newspaper for the answer. ADVERTISING! Advertising telling the story of the modern safety razor, modern shaving creams, face lotions and what-not.

And whiskers have been clipped from many other habits of American men and women in the last few years. The old horse and buggy have passed—and the automobile is king of the highways. Give ADVERTISING its share of credit for what has happened and what is happening to change daily life in this nation.

The old-fashioned "late nineties" way of inducing people to buy a product was to trust more or less to blind fate that its worthiness would be discovered. The modern way is to bring about acquaintance and acceptance through constructive advertising.

Interpreted to Jacksonville, this means presenting the story of your product (or the product you buy space for) in the modern way—through advertising in

## The Florida Times-Union JACKSONVILLE, FLA.

Represented nationally by  
REYNOLDS-FITZGERALD, Inc.  
(Formerly Benjamin & Kentnor Company)

New York . . . . .	2 West 45th Street	Philadelphia . . . . .	1524 Chestnut Street
Chicago . . . . .	203 N. Wabash Avenue	Los Angeles . . . . .	117 West 9th Street
	San Francisco . . . . .		58 Sutter Street

# They Accept

The Sunpapers invited Baltimoreans to come to Sun Square and see the battle for first place in the American League between the Philadelphia Athletics and New York Yankees as reproduced on The Sunpapers playograph. The picture shows part of the crowd of 25,000 which accepted the "invite" on September 9. It is typical of Sun Square scenes when there is some important event in which Sunpaper readers are especially interested.



# the "Invite"

Year in and year out, almost every home in Baltimore has accepted the standing invitation to read the Sunpapers. And as the city grows, Baltimoreans, young and old, whatever their news interests, continue to accept the "invite" in steadily increasing numbers.

Circulation for August, 1928

**Daily (M. & E.) 282,352**

**A Gain of 32,015  
over August, 1927**

# THE SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD  
Bosky Bank Bldg., 110 E. 42nd St.  
New York

C. GEORGE KROGNESS  
First National Bank Bldg.  
San Francisco

GUY S. OSBORN  
360 N. Michigan Ave., Chicago  
JOSEPH R. SCOLARO  
General Motors Bldg., Detroit  
A. D. GRANT  
Constitution Bldg., Atlanta, Ga.



# SHOES!

**F**ARM families are stepping out in better shoes these days. Mrs. Farmer has heard about quality shoes, with their "flexible shafts," "straight lines" and other good points, and she knows that her family should have good shoes in order to have healthy feet.

Scarcely a trip is made to town but that some member of the farm family acquires new footwear, and "mother" it is who does the buying. Your advertising, placed in the only magazine in America published for farm women, should encourage the sale of your good shoes in thousands of towns and villages.

**THE FARMER'S WIFE** reaches the better class farm women in the wealthiest farming districts in America.

## THE **FARMER'S WIFE**

*The Magazine for Farm Women*

Webb Publishing Company, Publishers  
St. Paul, Minn.

*Western Representatives*  
Standard Farm Papers, Inc. 307 North Michigan Ave.  
Chicago, Illinois

*Eastern Representatives*  
Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

# A New Opportunity for the "Fancy Food Product"

A Reason for Putting on Extra Advertising Pressure

By Albert E. Haase

A MAKER of food products of a type that belongs in the "extra trimmings" class—by which I mean products whose chief appeal is in their decorative qualities—has for some months been very conscious of a mounting sales volume.

This increased sales volume came neither from extra pressure on his sales force nor on his advertising. The cause for the increase has puzzled him as much as the increase has pleased him and that is saying that he has been very much puzzled.

Unable to find the reason for the increase within his own organization, he appealed to an outside organization for its opinion on the subject. This outside organization, after talking with such of his retailers as have shown the greatest increase in sales, and with some of his customers, has offered the manufacturer an opinion which I summarize here:

"The cause of your increasing sales as near as we can determine it has nothing to do with anything you have done, save your foresight in having established your brand name through advertising.

"You are probably very much aware of the fact that for some time manufacturers of every conceivable type of equipment for the kitchen have been advertising. Every last one of them has been telling every woman in the country by means of pictures and words, how attractive every other woman has been making her kitchen. You have seen advertisements, without number, printed in rich and beautiful colors of kitchens equipped with colored ice-boxes, colored ranges and colored kitchen cabinets. Floor covering manufacturers have been very much on the job of selling their products in new and colorful designs. To do

this they have shown no end of ingenuity in creating pictures of beautiful and entrancing kitchens for their own advertisements. The common and ordinary kitchen utensils, the pots and pans, the paring knife and the stirring spoon, have come out in colors. One manufacturer of kitchen cutlery, a Chicago concern, by simply putting colored handles on every item in its line swept the market before it. It was impossible for some time for it to meet the demands that department stores made on it for its product.

"In addition to all this 'beauty in the kitchen' appeal in advertising there has also been considerable 'labor-saving-in-the-kitchen-advertising,' which you have probably observed, but not valued highly enough. Chief among such advertisers have been the makers of electric refrigerators and the makers of automatic regulating gas stoves. The latter, by the way, have revolutionized the old fashioned recipe by their 'time-and-temperature' recipes.

"We tell you all of this, much of which you will say you already know, as the necessary background for our opinion on the cause for your mounting increase in sales.

"The great volume of advertising that has been done has actually transformed and is transforming the kitchens in countless homes.

"Now we want to ask a question: 'What would a woman do with a kitchen that has been made as beautiful, and in many cases more beautiful than the most attractive kitchens that some of the best advertising artists of today could create?' The answer, of course, is 'use it.' And that is exactly what she is doing.

"From the women we have talked with, in searching for an answer to your problem, we find

this: Having created an unusual kitchen they want to use it to turn out an unusual product. That isn't the language in which they talked to us, but it expresses what is in their minds, consciously so in many cases, and unconsciously so in others. To put it another way, 'a fancy kitchen to the mind of a woman who owns one means that such a kitchen should turn out a fancy meal. In that situation, which you did not create, lies the reason for the demand for fancy food products. As a final word and as an indication of how far this trend in 'fancy foods from fancy kitchens' has gone, it might be said that there are paper companies getting a great sales volume on items such as paper baking cups for cup cakes, paper collars for meat pies, and paper frills for decorating lamb chops and chicken legs. Such paper products, which once were sold only to bakers and hotels, today are being bought by women in grocery stores, drug stores, department stores and even in five-and-ten cent stores."

The organization which made this study confined its investigation to communities along the Atlantic sea coast. To what extent this same situation exists in other parts of the country it was not prepared to say. It did have this statement, to make, however, in connection with this phase of the subject: "We find that, generally speaking, when a new idea is introduced into the American home on a large scale along the Atlantic seaboard, within three months it has spread rapidly into homes of the Middle-West and that within three months after it has made itself felt in the Middle-West it is fast becoming established on the Pacific Coast."

Not only was the organization that made this study unable to speak on the present extent of this situation, but it also was unable to offer an opinion on whether or not it was a transitory or fairly permanent development. On that aspect of the subject it could only offer the conjecture that "the interest of women in the use of fancy foods in fancy kitchens would probably continue to be

fanned and kept alive as long as manufacturers of kitchen equipment continued to try to sell them fancy kitchens."

Regardless of what the correct answer to that latter question might be—an answer which only time can give—it would seem that the manufacturer of fancy food products who fails to take advantage of this condition—if it prevails in his territory—by the use of extra advertising pressure was in all probability denying himself a considerable amount of "extra sales."

### Hupmobile Account to Lennen & Mitchell

Hupmobile advertising will be handled after the first of the year by Lennen & Mitchell, Inc., advertising agency, New York, according to a statement made by Frederick Dickinson, advertising and assistant sales manager of the Hupp Motor Car Corporation, Detroit.

Although the new arrangement does not take effect until January 1, the new organization will meet all closing dates for 1929 advertising.

No drastic changes in policy, personnel, or mediums are contemplated, according to Mr. Dickinson.

### "The Nassau Daily Review" Appoints H. I. Jenks

H. Irving Jenks, recently business manager of the Pawtucket, R. I. *Times*, has been made advertising manager of *The Nassau Daily Review*, Rockville Centre, Long Island, N. Y. He was, at one time, with the Boston *Advertiser*.

Arthur C. Worthington, formerly with the New York *Telegram*, has been made classified advertising manager of *The Nassau Daily Review*.

### G. R. Kinney Sales and Net Profit for Half Year

The G. R. Kinney Company, Inc., New York, shoe retailer and manufacturer, for the first six months of this year, reports sales of \$8,648,733, an increase of 8.2 per cent over the corresponding period of last year. Net income for the first six months, after Federal taxes and charges, amounted to \$297,633, against \$291,015, for the first half of last year. During the first half of 1928, fifteen new stores were opened.

The name of Lewis H. Mertz & Sons, Chicago advertising agency, has been changed to Faxon, Incorporated. No change in officers, personnel or management is involved.

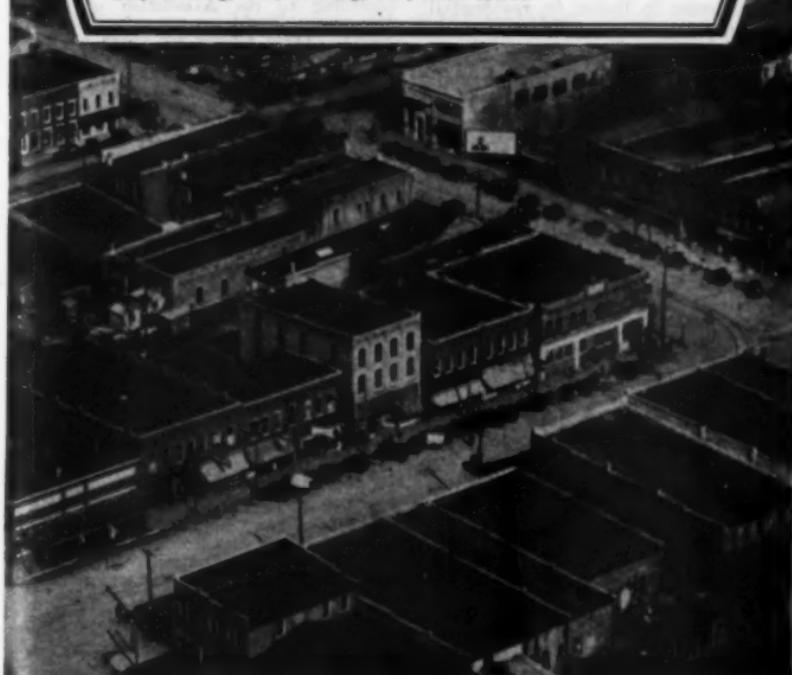
**Cities of the Birmingham Market:  
TUSCUMBIA**

The smallest of the three cities built about the Muscle Shoals Project. Population, 7,000. It enjoys the same metropolitan advantages of Florence and Sheffield, its sister cities—and their same civic and industrial advantages.

In Tuscumbia are: 2 schools, valued at \$100,000 with an attendance of 800; 2 banks; 1,000 electric meters; 550 water meters; 1,500 telephones; 14 miles of paved streets; 10 miles of water mains; 8 miles sewers; 28 miles paved sidewalks; 4 miles gutters and curbings. Within a 50 mile radius are 41 minerals, used in manufacturing. Adjacent are some of the finest iron ore deposits in the world.

There are 8 industrial plants, and 48 retail outlets.

Circulation of The Birmingham News and Age-Herald in Tuscumbia, Morning, 155; Evening, 283; Sunday, 444.



**The Birmingham News  
AND AGE-HERALD**

*The South's Greatest Newspaper*

MORNING

EVENING

SUNDAY

National Representatives

KELLY-SMITH COMPANY

New York Chicago Boston Philadelphia Atlanta

## Use of a Sample Should Determine Best Method of Distribution

THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.  
PHILADELPHIA

*Editor of PRINTERS' INK:*

I am interested in securing any articles on products that have been successfully sold by a sampling campaign. If you can give me the volume number and page of these articles, I can refer to our bound volumes.

THE RICHARD A. FOLEY  
ADVERTISING AGENCY, INC.,  
E. M. BIESSETT.

THE promiscuous distribution of free samples on street corners in business districts, or from house to house in residential sections, seems not to be the common practice it once was among manufacturers of articles of general consumption. The theory on free sample distribution appears to be in process of change. There is a growing preference for coupon sampling through periodical advertisements among manufacturers of breakfast foods, toilet preparations, tobacco, laundry articles, paint, home building materials and industrial products.

There is, moreover, a growing preference for the pay sample over the free sample, especially for articles that involve work on the part of the prospect, like paint. As one manufacturer of a building material writes:

"We find that people are willing enough to accept a free sample of \_\_\_\_\_, but not more than half of those who do will ever take the trouble to try the stuff out. For that reason we believe the chief value of the offer lies in the fact that an offer is made and that most readers reason that our product must be what we claim for it or we wouldn't offer to send a sample. While the inquiries are greater from a free offer than from the other kind, that is not so important in our estimation as the fact that an offer is made."

On the other hand, manufacturers of food and toilet preparations report no trouble in getting people to use or consume samples.

The question among them is whether a pay sample isn't better than a free sample. Upon this point opinion splits, according to special circumstances or conditions.

Articles upon every phase of sampling have been printed in the PRINTERS' INK Publications, and a list of them will be mailed to those making a request for it.—[Ed. PRINTERS' INK.]

## Life Insurance Sales for Eight Months Gain

For the first eight months of this year, sales of new ordinary life insurance amounted to \$5,516,356,000 against \$5,354,242,000 during the corresponding period of last year, a gain of 3 per cent, according to the Association of Life Insurance Presidents of the United States. These figures are based on the records of forty-four members having 82 per cent of the total life insurance in all United States reserve companies and are exclusive of revivals, increases and dividend additions.

For August new ordinary life insurance amounted to \$870,511,000 against \$880,644,000 in August, 1927, a decrease of 1.2 per cent.

## Appoints Ludgin & Salinger Agency

The Carter-Strite Manufacturing Company, Minneapolis, maker of the Auto-Grill for bacon, has appointed Ludgin & Salinger, Inc., Chicago advertising agency, to direct its advertising account. Trade papers and direct mail will be used.

## E. H. Smith Joins Bayless-Kerr Agency

Edward H. Smith, formerly with Paul Teas, Inc., and The Powers-House Company, both of Cleveland, has joined The Bayless-Kerr Company, advertising agency of that city, as an account executive.

## Cigar Account for Frank Kiernan Agency

K. Sachs & Sons, Brooklyn, N. Y., cigar manufacturers, have appointed Frank Kiernan & Company, New York advertising agency, to direct their advertising in newspapers and by direct mail.

## Richard Solon with Detroit "Times"

Richard Solon, formerly advertising manager of the Toledo, Ohio, *News-Bee*, has joined the advertising staff of the Detroit *Times*.

# Increased Leadership in NATIONAL ADVERTISING—

The New York Times in eight months this year published 4,478,791 agate lines of national advertising—

- an excess in total volume over any other New York newspaper of 787,414 lines
- a gain of 241,332 lines, *three times the gain* of any other morning newspaper of standard size
- a greater lead over the next newspaper than in the corresponding period of 1927.

THE CHARACTER OF THE ADVERTISING PUBLISHED IS KEPT AT THE HIGHEST STANDARD THROUGH THE CENSORSHIP REGULATIONS OF THE TIMES.

## The New York Times

*The average net paid sale of The New York Times weekdays (exclusive of Sundays) in August was 422,035 copies, a gain of 27,446 over August, 1927. This figure is a new high record average for the weekday editions. The Times increase in readers in the past two years has been greater than that of any other newspaper of high quality circulation. The average net paid sale Sundays exceeds 700,000*



# CIRCULATION

## WITH POWER

### TO INFLUENCE A MARKET



**Y**OU experienced advertisers do not buy circulation alone: you buy its power to influence a market!

You have not only circulation coverage to deal with:

There is the question of kind of circulation . . . the character of the newspaper.

Just why do people buy it? For what inducements?

Buying it, do they read it? Reading it, does it carry weight?

Is it a newspaper with power to influence a market?

The Philadelphia market—the third largest in America, has six hundred thousand homes.

The Evening Bulletin, with a daily sale of more than five hundred thousand copies, reaches nearly every home in this great trading area.

—Mansion and modest home . . . city and suburbs.

Back of that all-inclusive circulation is a



standard of newspaper making unusual in publishing history; a record of natural and solid growth through the years.

Back of it, the confidence in a newspaper of a great people!

The Bulletin never deals in sensationalism; has nothing lurid in headline, picture, or make-up;

Gives no prizes, premiums, coupons; runs no contests; uses no artificial methods of stimulating sales!

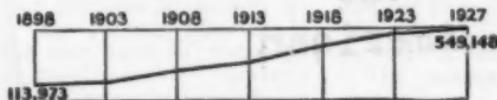
But serves the reader with care, accuracy, truth, in news and editorials; with typical Philadelphia moderation in all departments;

... Such is the program for The Bulletin, set up by its present publisher, thirty-three years ago.

... Such is the day-by-day performance upon which The Bulletin has grown to be by far the largest newspaper in its territory—one of the greatest in America.

... Such is the way circulation has been built with influence over a market—and opportunity created for the advertiser!

**One Newspaper! One Advertising Cost! In America's Third Largest Market!**



*549,148 Circulation  
With a Very Different Background*

For thirty-three years, under its present publisher, The Bulletin has worked on a quality standard as do manufacturers of high-class merchandise. No premiums, prizes, contests, or inducements other than the merit of the newspaper itself have ever been used to get circulation.

# The Evening Bulletin

City Hall Square  
PHILADELPHIA

New York Office: 247 Park Avenue  
Chicago Office: 333 N. Michigan Avenue  
1928, Bulletin Co.

Detroit Office: 321 Lafayette Boulevard  
San Francisco Office: 681 Market Street

there's  
a lot of  
pep lately  
in the  
circulation  
of New  
York's only  
three cent  
morning  
newspaper  
- the  
American

# Merchandise Brokers Helped Us Reduce Our Sales Force

The Wm. Underwood Company Finds That a "No Sale No Pay" Plan Results in Many Sales Economies

By F. A. Harding

Advertising Manager, Wm. Underwood Co.

PRACTICALLY every conference, convention and bulletin of today having to do with the grocery trade is primarily concerned, and rightly so, with problems of distribution. Just as manufacturing is a relatively exact operation while distribution and selling is not, so will every manufacturer of a grocery specialty concede that it is or ought to be possible to save dollars on the selling end of his business for every penny that can be clipped from manufacturing costs.

As a part of the consideration of this problem, there is much discussion—some of which can be classed as "loose talk"—about the elimination of the middleman, who all will agree ought to be eliminated if he performs no useful economic service, and is unworthy of his hire. There is no room for parasites in modern industry. My purpose, however, is to show how some of these despised middlemen if carefully selected and properly handled can be utilized to effect real economies in distribution for the benefit of the manufacturer, the distributor and the public.

There are large numbers of fairly well-known specialty articles in the grocery field, some of them nationally advertised, which have either a class rather than a mass market, or at least are not articles of continuous everyday use, and will not have a large or steady sale in all stores. The sales of such products and the rightful extent of their distribution present a real problem to the man who formulates sales policies.

In nearly every large market today the sales manager has available two major types of outlets:

1. Independent retail stores served by jobbers.

## 2. Chain stores.

If we take as an example a city of 150,000 to 200,000 people serving a trading area within a radius of fifty miles we will not be far wrong if we assume that 40 per cent of the grocery business in that territory is now done through chain stores which sell merchandise of good quality, handle many nationally advertised brands and cater to all classes of the population. It is self evident that Mr. Sales Manager must get the chains in that territory to handle his goods as a prerequisite to anything that could be called successful distribution. For the sake of argument let us admit that he succeeds. One salesman calls on the buyer of each chain organization—if there are three chains, he sees only three men with no more expense than railroad fare and a hotel bill and the thing is done; 40 per cent (by volume) of distribution in that territory is secured.

The independent stores, which do 60 per cent of the grocery business in this territory, will be found, however, to constitute numerically considerably more than 60 per cent of the retail grocery outlets and are supplied, let us say, by three jobbers. It is here that the sales manager can run up his cost of sales to a staggering percentage or keep it within low limits, depending upon his conception of his product, his market and his job.

The question to be decided is how many of these independent stores can possibly handle the product which is being sold, and of those, how many will have a sufficient sale for it to pay the manufacturer to drum up their business by the costly method of retail specialty selling and turning the orders over to the jobber to

be filled?—an initial cost which as we all know frequently exceeds the value of the goods sold.

In making that decision manufacturers sometimes come to grief. They fail to perceive that a considerable percentage of these stores are in poor neighborhoods and cater to trade which will not take their product in any quantity. They also fail to realize that if their product is a successful seller in the chain stores, most of the independents who can be expected to have a sale for it will soon put it in anyway.

Instead, manufacturers storm the territory with a crew of specialty men at \$25 a week and up, plus expenses. They deluge it with advertising matter and take orders from let us say 90 per cent of these retail outlets. Probably for credit reasons or refusal of the goods when delivery is tendered or for other causes often unbeknown to the manufacturer, not more than two-thirds of these orders are ever delivered by the jobber. Nevertheless, when the smoke clears away, it is found that the selling expense has been \$2 or \$3 per case and Mr. Manufacturer feels the same satisfaction as a football player who has been through a gruelling game and emerges victorious. He does not realize that a part of the distribution he has obtained will be just as transitory as the game itself. In the very nature of things it can not last, for unless this expensive stimulant is administered often, sales will gravitate inevitably to the channels to which they should have been limited in the first place.

The antithesis of this method as applied to the kind of product I have mentioned is the "no sale no pay" policy. It involves a sensible appreciation by the manufacturer of the limitations of his product and the market for it. It involves recognition of the fact that while in every important territory continuous contact with the principal distributors is desirable, he must be willing to accept a somewhat smaller volume of business than he might get by the intensive and expensive method for the sake of putting a definite limit on the cost

of selling the goods he does sell, which may be anywhere from 30 per cent to 75 per cent of the market's potential depending on the product and the nature of the territory.

This "no sale no pay" plan is conducted through the much abused, so-called merchandise broker, although the type I have in mind is not so much a broker as actually a manufacturer's representative. Such brokers operate on a commission basis and receive each month a check for their commission on the goods they have sold. Thus the expense to the manufacturer in dollars depends on the volume of business he does but the percent of expense to sales is fixed in advance.

#### PICKING THE BROKER

A careful selection will dictate the choice of brokers who handle mainly specialty or packaged goods and a limited number of accounts. These brokers act as contact men, salesmen, and not infrequently as district sales managers for their principals, with whom their relationship, if properly nurtured by correspondence and personal visits, becomes intimate. They call on all the trade, jobbing, chain store and otherwise who properly have a place on the manufacturer's direct list. They can arrange for local advertising, can handle special deals, can employ retail salesmen if needed and frequently they are the best possible contact with chain-store buyers. Besides, an up and coming broker can point out to his jobbers many of the best retail outlets for the products of his principals, and in this and other ways secure at least a fair percentage of distribution for which the manufacturer would otherwise have to pay such a high price.

The successful broker knows his market; he knows his trade intimately, and he knows the likes, dislikes and habits of the people in his territory better than a travelling salesman can possibly hope to know them. Consequently, he is in a position to advise his principals what to sell, where to sell and when to sell. If any trouble develops, he is there on the spot to

More Than  
200,000  
Daily

# Los Angeles Examiner

More Than  
440,000  
Sunday

"Great Salesman in the West"

Sc. DAILY

SEPTEMBER 27, 1928

10c. SUNDAY

## **EXAMINER BEATS COMPETITION BY 12,964 LINES. RADIO WEEK**

**10-PAGE SECTION  
ONLY ONE FEATURE**

THE decision made by advertising agencies, radio manufacturers, radio jobbers and dealers, when the radio industry first had its inception some few years back, that The Examiner represented the finest sales assistance which could be purchased in Los Angeles, still maintains.

During radio show week in America's fifth greatest market, The Examiner published 12,964 more lines of radio advertising than the next nearest paper. It published, beside a 10-page radio section, a 5-page Majestic special, a 4-page Crosley Radio section, and a special Crosley page, on top of a lot of radio advertising that took run of paper.

Member of International News Service and Universal Service

## WHILE WE'RE AT IT, HERE'S BRAG No. 2!

IT costs money to build homes. So, when manufacturers of building materials and building services advertise to people to whom they expect to sell merchandise, they select the medium that experience indicates to them reaches those who have the cash.

That's why these figures are important to advertisers: During August, just passed, The Los Angeles Examiner carried more Building Materials advertising THAN ALL THE OTHER LOS ANGELES NEWSPAPERS COMBINED! Our record showed 8,526 lines. The other five papers aggregated 7,630 lines. So we beat them all by 896 lines, which is not so bad!

ONE OF THE 28 HEARST NEWS-PAPERS READ BY MORE THAN 20,000,000 PEOPLE.

## RICHFIELD TAKES OFF ITS HAT TO AVIATION!

The Examiner's 12-page Aviation Number, on the occasion of the opening of the National Air Races in Los Angeles, brought out some beautiful advertising. Herd's, a reduction of a double-truck prepared by Fred Curtiss White's agency in Los Angeles. The original art was done in oil, by T. H. Goodwin.

# **AVIATION GASOLINE**

Sept. 27, 1928

adjust it without a dollar of expense to the manufacturer.

Those who disagree with the "no sale no pay" policy as applied to a specialty article, and probably there are many, will argue that it is an inefficient system, that brokers are no good, that they are merely "order takers" and do not develop new business. While it should be understood that a broker is somewhat limited in his ability to go out and develop new business, the answer to such arguments lies in the judicious selection of brokers, in the manner in which they are handled and followed up, and in what the manufacturer himself wants and has a right to expect from them.

Your broker, through his own efforts, will not be able to get that last 15 per cent or 25 per cent of the possible business of doubtful value for which some manufacturers spend so many dollars. If he is the kind of broker you want, he will not pretend that he will get it. For the class of product of which we are speaking, it may be money in pocket to let that percentage of the business alone.

The sale of grocery specialties in the particular field of the Wm. Underwood Company has swung so rapidly toward chain stores in recent years and away from the jobber-to-retailer channel that we have made extensive reductions in the personnel of our sales force. Only in a few scattered markets do we attempt to sell to the independent retailer through the jobber, for we find in most of the larger cities that we can get about 50 per cent of the most desirable distribution by using the chains. Of the remaining 50 per cent only a small fraction is worth while covering on our principal product, Underwood Deviled Ham, and the cost of getting that business by means of specialty men is prohibitive.

In meeting this trend, we are making more and more use of merchandise brokers. This has resulted in putting our sales on a pay-as-we-go basis, or in other words, "no sale, no pay," and it is making for distinct economy in operations.

## Typed Names Solve the Illegible Signature Problem

RUST CRAFT PUBLISHERS, INC.  
BOSTON

*Editor of PRINTERS' INK:*

The Schoolmaster, in the August 30 issue of *PRINTERS' INK*, brought up the subject of illegible signatures at the bottom of letters.

If my informant was correct, I remember that right after the war, it came to my attention that department heads in the Government at Washington used, quite generally, the idea of adding on the typewriter, the name and title of the signer of the letter, with the correct department underneath. In this way, notwithstanding the fact that the signature might be illegible, yet the person receiving the letter could always re-address a letter to him and know that it was addressed correctly, because his full name appeared typed under his own signature.

I have used this idea ever since and am glad to notice that on most of my incoming correspondence many others are doing the same thing. It certainly greatly helps in having mail correctly addressed.

ERNEST DUDLEY CHASE,  
*Associate.*

## Appointed Pacific Coast Representatives

The Long Beach, Calif., *Press-Telegram* and the Pasadena *Star-News* have appointed the Williams, Lawrence & Cresmer Co., publishers' representative, to represent them on the Pacific Coast, effective October 1.

This firm has been representing both papers in the New York and Chicago territories for several years so with the new appointment, it becomes their national representative.

## Frank Pitts to Join Blackman Agency

Frank Pitts, formerly assistant advertising manager of the Sun-Maid Raisin Growers of California, Fresno, Calif., will join The Blackman Company, New York advertising agency, on October 1, as an account executive.

## Newspaper Campaign on Atlantic Coast Planned

An Atlantic Coast newspaper campaign is to start immediately for the Brame Chemical Company, Ashboro, N. C. This campaign will be directed by the New York office of the Wm. H. Rankin Company.

## Motor Truck Account for Syracuse Agency

The Sanford Motor Truck Company, Syracuse, N. Y., has appointed G. F. Barthe and Company, advertising agency of that city, to direct the advertising of its standard truck and fire apparatus.

# Electrical Appliances



National Advertisers of Electrical Appliances & Supplies used 45% more space in the San Francisco Examiner —first 7 months of 1928—than in the second newspaper. The morning Examiner's excess circulation over every other Central and Northern California medium—morning or evening—provides a reason for this tremendous leadership, not only in Electrical Appliances & Supplies, but in 82% of all National Advertising Classifications.

For the first 7 months of 1928, The Examiner led all San Francisco newspapers in these 10 National Advertising Classifications:

Automotive	Groceries	Musical Instruments
Building Materials	Heating and Plumbing	Office Equipment
Electrical Appliances and Supplies	Insurance	Publications
Festwear	Jewelry	Radio
Furniture and Household	Medical	Sporting Goods
	Men's Wear	Tobacco
	Miscellaneous	Toilet Requisites

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

## San Francisco Examiner



FIFTH IN NATIONAL ADVERTISING LINEAGE AMONG U.S. NEWSPAPERS

Daily, 186,890 ~ Sunday, 368,928





*. . . . with the  
usual exception*

The New York News, resultful in revenue, advertisingly efficient, with the largest circulation in America and the lowest milline cost, in less than ten years has become such a dominating factor in New York that many other papers claiming "firsts" or "leads" necessarily hedge behind the phrase "first . . . of any standard-size paper".

Usually this evasive exception means, "*The News leads we follow in second place.*"

## THE NEWS

*New York's Picture Newspaper*

Tribune Tower, Chicago  
25 Park Place, New York

# The Scoreboard Shows that NOW things are different in St. Louis

## THE ST. LOUIS STAR

Gain	1, 1	2	7, 1	0	6
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## POST-DISPATCH (Daily)

Loss	1, 2	5	4, 3	1	2
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## GLOBE-DEMOCRAT (Daily)

Loss	1	9	4, 4	3	1
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## THE TIMES

Gain	1	9	8, 3	8	7
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THE "score" shown above is for the year 1928 to date (September 19). It presents at a glance, the changed newspaper situation in St. Louis. The reasons for these new conditions were given in a three-page advertisement published in the August 30 issue of "Printers' Ink." They are of real significance to advertisers and agencies seriously interested in deriving the greatest possible results from advertising placed in St. Louis newspapers. A reprint will be sent upon request.

## THE ST. LOUIS STAR

National Advertising Representatives, STORY, BROOKS & FINLEY

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# Batten and Barton, Durstine & Osborn Agencies Merged

Officers of Consolidation Are: Bruce Barton, Chairman of the Board; William H. Johns, President, and Roy S. Durstine, Vice-President and General Manager

BATTEN, Barton, Durstine & Osborn, Inc., has been organized, with headquarters at New York, as the result of the consolidation of George Batten Company, Inc., and Barton, Durstine & Osborn, Inc., two of the largest and most prominent advertising agencies businesses.

Bruce Barton, president of the latter, is to be chairman of the board of the new company. William H. Johns, president of George Batten Company, Inc., will be president of the consolidated agency and Roy S. Durstine, secretary and treasurer of Barton, Durstine & Osborn, Inc., will be vice-president and general manager. Branch offices at Chicago, Buffalo and Boston will also be consolidated.

The directors of the consolidated company are to be: Charles J. Babcock, Bruce Barton, Roy S. Durstine, Natt W. Emerson, Faris R. Feland, George F. Gouge, Richard James Hayward, William H. Johns, Alex F. Osborn and Russell Osborn. Other officers besides those already mentioned are: Faris R. Feland, Alex F. Osborn, Charles J. Babcock, Paul M. Hollister, Natt W. Emerson, Clarence L. Davis, S. H. Busser, Francis G. Hubbard, and Alexan-

der D. Chiquoine, Jr., vice-president; F. M. Lawrence, secretary; Chester E. Haring, assistant secretary; Richard James Hayward, treasurer, and T. Arnold Rau, assistant treasurer.

The Chicago business of the present George Batten Corporation, George Batten Company, Inc., and Barton, Durstine & Osborn, Inc., will be combined under the name of Batten, Barton, Durstine & Osborn Corporation of Illinois. Bruce Barton is chairman of the board; R. L. Hurst, president; William H. Johns, vice-president; Roy S. Durstine, vice-president; Charles D. Mitchell, vice-president; F. R. Feland, secretary, and R. J. Hayward, treasurer.

Both Mr. Johns and Mr. Durstine are former presidents of the American Association of Advertising Agencies.

George Batten Company, Inc., was founded in 1892 and Barton, Durstine & Osborn, Inc., in 1919. The consolidated company will have a personnel of more than 600 executives and employees.

In a joint statement concerning the consolidation, Mr. Johns and Mr. Durstine say: "The consolidation of George Batten Company, Inc., and Barton, Durstine & Os-



BRUCE BARTON



WILLIAM H. JOHNS



ROY S. DURSTINE



ALEX F. OSBORN

born, Inc., brings into one enlarged agency two groups of executives holding the same standards of agency ethics and efficiency. It produces a strong, unified company to meet the rapidly expanding and constantly changing developments of advertising. The strongest qualities of each agency complement and supplement those of the other.

"Every phase of the new organization's work will be strengthened by the uniting of personnel and the adoption of features of administration which have proved most successful in each agency. It is planned that clients of both agencies will continue to be served by the executives who have been associated with them in their advertising in the former organizations."

Following are the stockholders of the new agency: Bruce Barton, William H. Johns, Roy S. Dursstine, Alex F. Osborn, Faris R. Feland, Charles J. Babcock, Clarence L. Davis, Natt W. Emerson, Paul M. Hollister, Richard James Hayward, and

Francis G. Hubbard, Maurice Collette, George F. Gouge, Stacey W. Page, Alexander D. Chiquoine, Jr., Robert W. Barnwell, Chester E. Haring, Roger F. Owlsley, T. Arnold Rau, C. Taylor Adams, Donald B. Wheeler, and

Thomas O. Grisell, William R. Baker, Jr., James D. Adams, Harry A. Holloway, Joseph A. Archbald, Jr., Carl L. Spier, Henry G. Canda, Edith L. Powell, Thoreau Cronyn, Laurice T. Moreland, Francis W. Hatch, Stanley P. Irvin, and

Douglas P. Kingston, William M. Strong, Charles Wadsworth, Raymond L. Hurst, Chandler S. Woolley, W. Franklin Moore, Girard Hammond. All of these stockholders are actively engaged in the business.

### M. E. DeVeaux Joins Britt-Gibbs Agency

Marion E. DeVeaux has joined the staff of the Britt-Gibbs Advertising Company, St. Louis advertising agency, to do contact work. He formerly was with Roeder & Schanuel, of that city, in a similar capacity.

### Advertising Moves Peach Crop at Critical Stage

Advertising is given credit for moving a large quantity of the peach crop into quick consumption at a critical stage, in the "Big Y" Bulletin," issued by the Yakima Fruit Growers Association, Yakima, Wash. The bulletin states: "The effect of the advertising at just the right time did much to stimulate buying for delivery the first of the week, especially on the Coast markets, with the result that a large quantity was moved into quick consumption, thus avoiding the break that was imminent. It is generally recognized by everyone who took part in the marketing of the crop that the advertising paid for itself over and over again."

Wenatchee and Yakima shippers have agreed to an advertising program calling for the expenditure of \$50,000. This money will be spent so that Jonathan apples will secure the immediate benefit of the advertising. It is hoped that advertising will move the Jonathan crop quickly so that they will not back up into the marketing season of the other varieties but will stimulate a rising market for the varieties which follow the Jonathans.

### New Accounts for Ajax Agency

Nat Luxenberg & Bro., men's clothing, the Hotel Windemere and the Hotel Westover, all of New York, have appointed the Ajax Advertising Agency, Inc., New York, to direct their advertising accounts. Class magazines are being used.

The Robert Bosch Magneto Company, Inc., Long Island City, N. Y., is starting an advertising campaign in magazines. This campaign is also being directed by the Ajax agency.

### W. S. Race with Copeland Products

William S. Race has been made assistant to A. M. Taylor, director of advertising and sales promotion of Copeland Products, Inc., Detroit, maker of electric refrigerators. He was recently with the Graphic Arts Guild, typographers, of that city, and formerly with the advertising department of the United States Rubber Company.

### Carter-Ruhe Company Changes Name

The corporate name of the Carter-Ruhe Company, New York, direct advertising, has been changed to Carter Service, Incorporated.

### Frank Kiernan Agency Opens Chicago Office

Frank Kiernan & Company, New York advertising agency, have opened an office at Chicago. Louis E. Delson is in charge.

# Los Angeles Times



**Issued in the morning.**

**Delivered to homes  
by carrier.**

**Read with confidence  
and interest.**

**Distributed through-  
out the whole Los  
Angeles market and  
concentrated therein.**

***More news—  
More subscribers—  
More advertising.***

*Eastern Representative:*

Williams, Lawrence & Cresmer Co.  
360 N. Michigan Blvd. 285 Madison Ave.  
Chicago New York

*Pacific Coast Representative:*

R. J. Bidwell Company  
742 Market St. White Henry Stuart Bldg.  
San Francisco Seattle

# Will Retail Store and Catalog Work Together?

Pending Answer to This, Mail-Order Chain Stores Are Yet Strictly an Experiment

THE HASTINGS "DAILY TRIBUNE"  
HASTINGS, NEBR.

*Editor of PRINTERS' INK:*

Can you tell us where we can secure a list of towns in which Montgomery Ward & Company and Sears, Roebuck & Company have retail stores, or are contemplating the opening of one? Kindly address your reply to the writer.

HASTINGS "DAILY TRIBUNE,"  
L. T. KOHL,  
Business Manager.

THE only places, to the best of our knowledge, where an officially accurate list of mail-order chain stores can be secured are at the executive offices of Montgomery Ward & Company and Sears, Roebuck & Company in Chicago. Or rather, the lists could be secured if the mail-order houses would give them out—which they won't. We could print here a list of towns which would be substantially correct—perhaps entirely so. But it would be unauthorized and we could not vouch for it. To do so, moreover, would be more or less a breach of confidence.

We are assured by high executives of both organizations that they have never given out the names of these towns and have no immediate intention of doing so. We never knowingly indulge in guesswork; neither do we misuse the confidence of men who tell us, for our own information only, intimate things about their business. Therefore, for the present at least, the names asked for by Mr. Kohl will not appear in PRINTERS' INK.

Why all this reticence on the part of the mail-order houses? Why do they not follow the policies of other and older retail chains and name the towns where they are selling goods over the counter?

The policy of consistent silence was adopted five or more years ago when the mail-order houses first began experimenting with the retail chain business. They re-

fused to say anything because they were merely trying out the idea and had nothing like a definite conception of where it was going to lead them or of what they might do with it. The same reason holds good now. Sears and Ward are operating in the neighborhood of 200 such stores each and seem to be succeeding with them rather well. Nevertheless, the whole development is an experiment. Many vexatious problems are being encountered; and we know what we are talking about when we say that the executives of the two organizations are by no means convinced that the mail-order chain store has a rightful place in their business scheme.

## LOOSE TALK ABOUT SEARS AND WARD RETAIL CHAINS

There has been a great deal of more or less loose talk about the development of the proposed Sears and Ward retail chains. It has been said that the stores soon would be numbered by thousands and quickly would extend into almost any town worthy of the name of town. The vast merchandising facilities of both companies were considered. There was pictured a well nigh perfect distributing machine with each of the Sears and Ward houses the center of a great district through which the retail stocks would be handled at maximum speed and economic efficiency. It was declared, more or less circumstantially, that the mail-order end would inevitably become secondary—that these two houses, after growing great through the catalog, were wise enough to interpret the handwriting on the wall and to decide that their real selling in the future had to be done over the counter rather than by mail.

The real facts, on the other hand, seem to be (1) that Sears and Ward were rather unwillingly

# NATION'S BUSINESS

Mr. Frank Dunning,  
2112 Guaranty Title Bldg.,  
Cleveland, Ohio.



**"In an impartial way NATION'S  
BUSINESS keeps us actively in-  
formed on all the major activities  
of the nation and Washington."**

Frank Dunning, Manager,  
National Builders' Supply Association, Cleveland

OCTOBER, 1928

*In this Issue*

Andrew W. Mellon  
James J. Davis  
Edwin E. Slosson  
Walter C. White  
Charles R. Walgreen

and other men of experience  
who write with authority

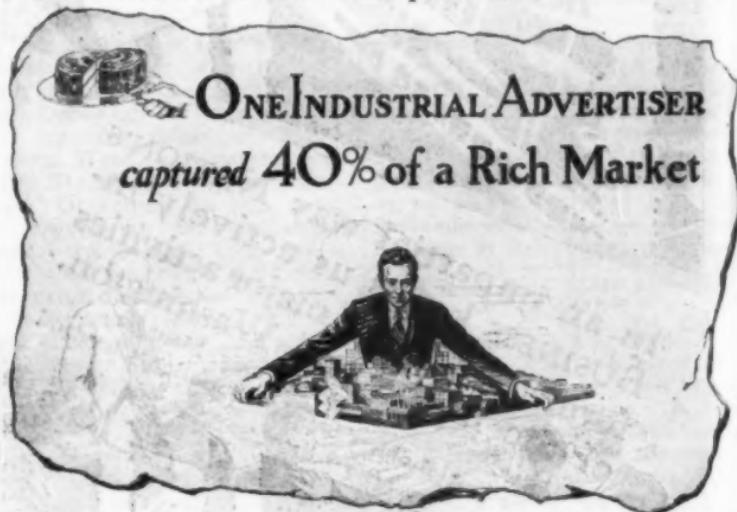


MORE THAN A QUARTER MILLION CIRCULATION

## COMMON INDUSTRIAL MARKETING

# An old advertisement with a postscript

*Last November McGraw-Hill published an advertisement with this caption and illustration:*



This advertisement told of an industrial advertiser who fore-saw six years ago a new and profitable market and got out and did something about establishing leadership in it.

A score of producers saw the opportunity but this manufacturer dominated prospective

buyers' thoughts with a continuous, forceful use of Industrial Advertising during the testing and experimental period. While competitors were fluctuating up and down in rank, strong Industrial Advertising in two McGraw-Hill publications kept this manufacturer in the lead.

# McGRAW-HILL

New York

Chicago

Cleveland

St. Louis

Philadelphia

## AND ADVERTISING PROBLEMS

No. 35 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

**P.S.** This firm's advertising has never lost momentum. It has ever been on the job, building recognition for the institution and each of its products.

Two months ago the same manufacturer announced a *new* product in inserts in the same two McGraw-Hill publications. The result was an immediate avalanche of orders (thousands of dollars per order) all placed on faith before the advertiser was in production and before he was even in a position to show the product. One subscriber, realizing the reception this manufacturer's product would receive, phoned a \$40,000 order without asking for a demonstration or trial, in order to be first in line for delivery.

One of the surest results of an advertising campaign that consistently builds recognition, is the creation of this kind of confidence in the minds of buyers.

## L PUBLICATIONS

Philadelphia

San Francisco

London

thrust into the chain-store business before they were ready for it; (2) that the executive officers and financial interests in both organizations were lined up in opposing camps on the proposition; (3) that now, reports of great development to the contrary notwithstanding, there is by no means unanimity of opinion that a chain of retail stores is a good thing for a mail-order house to promote.

The rapid growth of chains such as the Penney organization probably was responsible for the precipitate action taken by the mail-order houses. Penney and some of the other chains were expanding into towns that before that had been beneath their notice—smaller towns, centers of rural trade, that the mail-order houses rightfully regarded as being their most profitable territory. Certain elements in the mail-order houses looked upon this with a great deal of apprehension. Ordinary retail store competition in a town was one thing; Penney competition was quite another. It seemed to them then that the logical procedure was for the mail-order house itself to invade the town, match its enormous resources against those of the other chains, thus keeping a firm grip on the retail selling situation, and meanwhile depending on the catalog to keep up its good work in bringing in the bulk of the business.

#### PERHAPS SOME DAY THE WHOLE STORY CAN BE TOLD

Right here (and this, we believe, is the first time the real inside story has been told) sharp disagreement arose in the mail-order houses. One party contended that the only way for a catalog house to sell was through a catalog, and that anything tending to weaken this medium might result seriously. We wish that the whole intriguing story could be told here without breach of faith on our part. Doubtless it can be some day, inasmuch as it is nothing for anybody to be ashamed of. It is sufficient to say here, however, that the conservative party, while unable to block the chain-store development, was strong enough to force

its administration along the most circumspect lines, causing it to feel its way as it went.

This standpat policy has proved to be wisdom itself. The fear that the mail-order chain store would, in actual practice, be a competitor of the catalog seems to be coming true. The two seem to work together in theory only.

And here, of course, is why the mail-order chain store has not grown on the radical and sensational scale that was predicted for it. This much being understood, it is easy to see why Sears, Roebuck & Company and Montgomery Ward & Company are not doing any public talking about their plans, or their present situation. How far can they go with this plainly apparent competition for the catalog? How, if at all, can the catalog and the local store help rather than hinder each other? These and other leading questions, it would seem, are yet to be decided. The big experiment is still in progress.

The momentous questions with which our mail-order friends are wrestling would seem to exemplify the soundness of a branching out principle which we have frequently mentioned in *PRINTERS' INK*. We have said, and we reiterate it here, that a store needs to impose only one limit upon the variety and extent of its offerings to its trade. This is that the stock shall in no way conflict with, or confuse, the store's identity. A drug store, for instance, can safely and profitably sell anything at all that does not tend to make it any the less a drug store. When, however, it stocks goods that tend to make people look upon it as a general merchandise establishment first and a drug store second, it is plainly interfering with its main asset. The same is true of any other store. Does this rule also apply to the admixture of strongly opposing selling methods—catalogs and chain stores, say? In our humble opinion only time will show whether or not these two old enemies will work together in harmony, even though they are working for the same master.—[Ed. *PRINTERS' INK*.]







*The dining-room of Good Housekeeping Institute, furnished by Good Housekeeping Studio of Furnishings and Decorations in the Colonial feeling.*

A  
GLIMPSE  
*of the New Quarters of*  
GOOD HOUSEKEEPING  
INSTITUTE

INTERNATIONAL MAGAZINE BUILDING  
37TH STREET *at* EIGHTH AVENUE  
NEW YORK CITY

THE dining-room, shown on the front page of this insert, and also the reception room shown in color in September Good Housekeeping, were furnished by Good Housekeeping Studio of Furnishings and Decorations, which has similarly beautiful and spacious quarters adjoining the Institute.



## *The Pantry and in the new quarters of Good Housekeeping*

GOOD HOUSEKEEPING is now at home in the new and beautiful building erected by the International Magazine Company, Inc for its various publications. Good Housekeeping Institute, by this development, has come into possession of new, spacious and finely-equipped quarters: a reception room, a dining-room, a series of kitchens, a model laundry, and rooms for testing all kinds of household equipment and utensils.



THE illustrations on these middle pages show the pantry and kitchen with their conveniently placed equipment, colorful utensils, and spacious kitchen cabinet.

In planning these graceful yet practical rooms the thought was kept in mind that they are part of the actual working quarters of Good Housekeeping Institute.

# Pantry and Kitchen

## Good Housekeeping Institute

It will be noted that the new trend toward color is indicated in this pantry and kitchen. It is also apparent in the Institute laundry. This emphasis on beauty of surroundings as well as on efficiency in the humblest of household appointments is just one more bit of evidence of the progressive spirit of Good Housekeeping Institute.



*A* NOTHER  
view of the  
Institute's  
dining-room.

## An Invitation to Manufacturers

MANUFACTURERS and advertising agents are invited to visit the Institute to see for themselves what valuable counsel the Institute can give them in meeting the modern demands of consumers for beauty combined with efficiency; in discovering new uses for

long-established food products; in helping makers of household devices to improve their products and overcome market troubles;—in any of the scores of ways by which the Institute smooths out the path between consumer and manufacturer.

*The wide-spread use of Good Housekeeping Institute's Seal of Approval is in itself conclusive evidence of the power of the Institute, not only in guiding the consumer, but in helping manufacturers to merchandise their products. The Institute's records show that 400 or more manufacturers of household devices and equipment are using 87,111,232 Seals of Approval on their products during 1928.*



## GOOD HOUSEKEEPING

CHICAGO • NEW YORK • BOSTON • SAN FRANCISCO • DETROIT

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# Before You Try Direct-to-Consumer Selling—

Read About Joe the Shipping Clerk Who, When He Sold Tools Direct to Mechanics, Appeared to Have the Solution to a Manufacturer's Sales Problems

By Fred S. Durham

Vice-President and Treasurer, Bonney Forge & Tool Works

I WAS sitting one evening dozing over the local evening paper. I had read the national, international, and local news and finally arrived at the page of classified ads, when my eye came across this startling advertisement:

#### Help Wanted—Men

**SALESMAN**—With car, to handle strictly hand-forged, guaranteed garage and mechanics' tools. Protected territory. Will go on territory with you and prove it not difficult to make \$100 per week. Carl Russell, Hotel Allen.

What could the catch be? Was this another one of the many lines to attract the young and unwary grasshopper type of salesman, or was it legitimate?

Without investigating this particular case it is safe to say that it was not only legitimate but practical, but there are qualifications. The advertiser probably represented one of the increasing body of manufacturers who have been faced with the problem of distribution where they cannot market their output through the established jobbing channels, and have been forced to the alternative of direct selling or bankruptcy.

Many a man, after he has attained recognition with his product, can look back at the discouraging years when he faced just such a problem as undoubtedly faced the manufacturer who placed this advertisement. His product he knew was satisfactory, his policies were correct, and his merchandising plans were sound—and yet his salesmen met resistance with the jobbers—his product was not known and therefore not called for. Or, having placed his product on the jobbers' shelves, it stayed there in all its proud glory, unwept, unhonored, and unsung—

because the jobber had so many items in his catalog that he could not afford to have his salesmen spend their time pushing an item or give the needed introduction to his customers.

For a short time a manufacturer can be deceived unconsciously into believing he is doing a good business when he sends out a corps of good salesmen and their first orders come in, but until he finds out whether these first shipments are or are not moving he cannot tell whether his distribution is sound.

Now, to return to the classified ad. Let's assume that our unknown friend has weathered the storm long enough to discover either that the jobbers won't buy or don't sell, what is his next step? He still knows that his product is good and has a market but his preconceived ideas about policies have received a (figurative) slap in the face. He has a pay-roll to meet, bills to pay, interest, taxes, and all the other incidentals as well as his own personal demands. After several sleepless nights he decides to try an experiment. He takes Joe, the shipping clerk, loads him up with samples and tells him to go out and sell.

Now, Joe is a rather low-voltage salesman, is not used to Pullmans, and feels that \$5 should pay for a room for a week, not a day. Joe is rather uncomfortable in the presence of large offices and purchasing agents' polished desks. He doesn't know a line of sales patter but does know the line of tools he has to sell, and knows how they are made. He is perfectly at home with the man who uses tools and can talk to him in his own language. So his first stop

is a garage. Now Joe is an absolutely honest, hard-working man but is afflicted with a slight inferiority complex, so he takes the back door instead of going through the office. Once inside he lays out his array of samples and finds, much to his surprise, that he is surrounded by a crowd of mechanics who are interested.

One of the things Joe was supposed to do besides sell was to collect some bills and bring in cash for that pay-roll. Before he knows it he has sold most of his samples and has the hard cash in his pocket. He goes back to the factory and tells of his discovery, gets more samples, and a little stock—and another direct manufacturer-to-consumer plan is launched. All very simple. At last the solution of merchandising has been found. But wait. A little gloom is lurking around the corner.

What is this black cloud that looms up? Why only this—Joe can't go back to the same garage every day and repeat the performance. For a week or a month he can find new fields within such range that he can replenish his stock, but as his calls radiate farther and farther from his base, he must get up just a little earlier in the morning and get back a little later to have a full day's sales work. So his next step is express shipments to some other point, from which he again radiates. But this is not so satisfactory as he has to explain too many things about his orders, by mail, and the new shipping clerk sometimes doesn't catch the 4:10 train with the express shipment, and if the express shipment doesn't reach Joe—well, Joe has a blank day ahead.

In spite of slight interruptions the plan looks pretty good so our friend starts out other Joes and finds now that he has to deal with the law of average and not all the men are so successful as Joe. So there begins a turnover of man power that threatens to be serious.

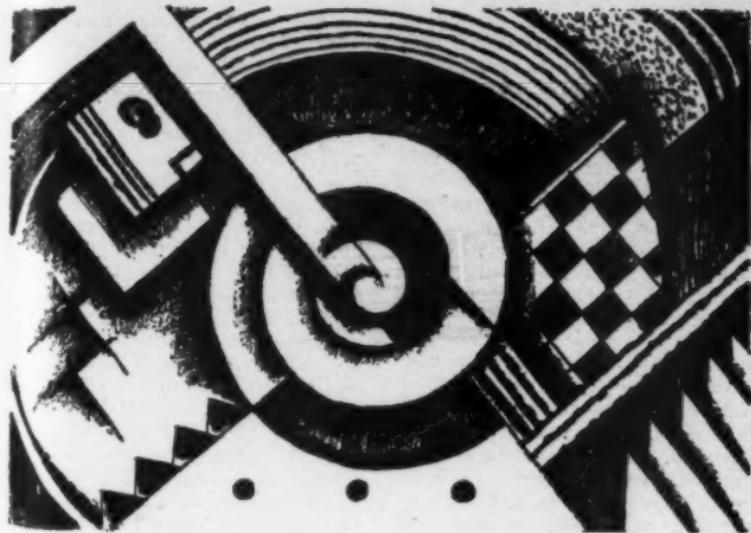
Again, one county or one State cannot consume the product of this manufacturer so he builds up a chain of warehouses, each with its sales force radiating out. Now let's look

at the picture and see what we have developed. A brand new idea? No, simply a chain of distributors or if called by another name—jobbers.

Does this manufacturer accomplish anything that is new or distinctive, or that saves money? The answer is not absolutely yes or no. He accomplishes, for a time, some things that the jobber cannot give, in that his product gets the sole attention of each salesman; but as the salesman has only one sales item and no volume items to increase his totals his sales are small, and the selling percentage is high. The repeat sales are smaller and the salesman has to find new prospects or new lines, which he often does by taking on side lines, thereby reducing his direct effort on the sole product of his employer—again returning to a condition paralleling that of the jobber's salesman. Salesmen become discouraged with reduced sales and quit, resulting in a continuous pursuit of new men—hence the ad.

#### \$100 A WEEK—MAYBE

Now let's analyze the advertisement critically. The advertiser offers a possibility of \$100 a week. This means that it is a commission or bonus arrangement. In selling standard merchandise even to consumers, a manufacturer, except in the case of some article very difficult to sell or with very limited possibilities, could not afford a commission of more than 25 per cent. Assuming that 25 per cent is the commission, to reach \$100 a week the man must sell \$400 worth. Not a very large figure, but let's see what the average sale of this manufacturer's line would be; if \$5 (a really high figure when the prospects are mechanics earning from \$25 to \$45 a week) eighty sales must be made to reach \$400. This means an average of 13 1/3 sales every day. The figures would look much worse if the average sale were figured at \$2.50 which would really be a top figure. To realize this advertised earning, therefore, we must have a star performer.



## ENERGIZED!

With mind alert, emotions exercised and faculties still on the spin, the *Outlook* reader turns to the advertising sections fully aroused and with his mind keyed to receive and analyze.

His whole attention, caught between the arresting covers of the modern *Outlook* and held by its beautiful stretches of Bodoni type, carries over from the provocative paragraphs of news and opinion to *your* advertisement and energizes it.

And this reader, 8 times out of 10, is of that wealthy group that pays 80% of all income tax returns.

*Energize your advertising* by placing it in the *OUTLOOK*, and at prevailing low rates by reserving your 1929 schedule now.

# The Outlook

"A Weekly For Those Who Read To Remember"

120 East 16th Street, New York

FRANCIS RUFUS BELLAMY  
Publisher - Editor

WM. L. ETTINGER, Jr.  
Advertising Manager

Other Advertising Offices: Boston - Chicago - Atlanta - San Francisco - Los Angeles - Seattle

This man must have a car—of course. It is necessary as he must make lots of calls in a day and travel good distances. Allowances on salesmen's expenses for a personally owned car vary from 7 cents to 10 cents per mile. Well, figure out what must be deducted from the commission for upkeep, depreciation, etc. Then there are the other expenses also which mount up, even under the most economical management he can arrange.

When all these deductions are made the \$100 per doesn't look so attractive.

Now let's look at another angle that doesn't appear in the advertisement. Exclusive territory is granted, yes, but there is a minimum required from each territory which is not based on \$400 sales but on a much smaller amount. We'll get this fellow on large promises, says the district manager, and be satisfied so long as he makes enough to buy tires for his car. The *minimum* amounts to just about what a first-class jobber's salesman should sell of this particular line in addition to what he picks up in all the other items in his great big catalog.

#### BACK TO THE STONE AGE

Are there any conclusions to be drawn? Messrs. Chase and Schlink say that everything is all wrong in the selling picture. "If you need a bottle of glue don't go to the store and be robbed but write to the Government, get the formula, and make it yourself." Short cut all the advertising and selling methods now in existence and go back to the stone age. But we are a nation of merchandisers and we cannot overlook the processes and steps that built up tremendous businesses through the present distributing systems. Whether our goods are sold through mail order, chain store, direct-to-consumer, direct-to-retailer, or through jobber-dealer systems, is not a question of ethics or even fancy, but of plain business judgment as to which system will produce the best results for us.

The mail-order house today

finds an outlet in the chain retail store, run in just about the same way that other individually owned retail stores are operated in similar communities. Yet not so many years ago the reason given by the mail-order houses for cheap prices was that they did not have the overhead of the retail store. The retail stores of the mail-order houses, like the chain stores, do not get their merchandise by any short route but from warehouses where the shipments are received in bulk from the factories. How do these warehouses differ from the jobbers' establishments? Very little in any of the principal essentials, except as to salesmen. The jobbers' salesmen in this setup are not salesmen but window dressers, district managers, auditors and the like who use up just about the same amount of expense and manpower as the salesmen from jobbing houses.

Now, why have the mail-order houses turned to retail stores and why have the chain retail stores had such a phenomenal growth in the last few years? The answer is undoubtedly that buying methods are changing and have changed. The trend in selling is definitely from sample or stock in hand.

Just here is where we return to the newspaper want ad. The advertiser has picked his method, just a step ahead of the retail store, by bringing his stock and samples direct to his customer. This method is not so new as it may seem. It is a method that has never entirely disappeared but returns periodically to set the sponsors of other recognized sales plans to thinking, analyzing and wondering.

When the individualistic salesmen become too numerous or too active or both, the jobber must and does take notice, with the inevitable result that the commission check of our roving merchant becomes so attenuated that he is unable to provide the necessary gas, oil and tires for the first requisite of his job—the car. Likewise he finds that the cost of living still continues to be very, very high indeed.



# Second Port U.S.A.



*Above: part of coffee sheds, and  
Below: dock scene, New Orleans*

Shipping is an important prosperity factor in the South's first market. August, for instance, showed an increase of 13% over August, 1927. Tonnage through the Inner Harbor Navigation Canal, New Orleans' great Industrial gateway, increased 18% in the same period.

The new Central American railroad which will give coffee-exporting Salvador a direct contact with New Orleans via Puerto Barrios and the United Fruit Company will more than double shipping to that area. The New Orleans-Havana car ferry "Seatrain" is now under construction. This huge sea-going ferry with a capacity of 95 freight cars will expedite Cuban exports and imports through New Orleans.

\* \* \* \* \*

The Times-Picayune in August gained 952 daily and 4,279 Sunday circulation over August, 1927, and printed more paid advertising than the afternoon field combined.

*The South's first market and  
the South's first medium*

# The Times-Picayune

**In New Orleans**

*Member 100,000 Group of American Cities, Inc.*

*Member Associated Press*

Representatives..... CONE, ROTHENBURG AND NOE, Inc.  
Pacific Coast Representatives..... R. J. BIDWELL CO.

# Why Not



*A section of Akron's business district*

**B**ECAUSE Akron, 35 miles from Cleveland by air, one of the largest industrial centers in the country, fifth in State population, world's largest rubber center, is the trading capital of a prosperous market of approximately 300,000 people, 52,546 of whom are wage-earners, producing commodities valued at \$406,836,932 annually.

Because Akron's total income (\$201,807,000 in 1926) is spent with few exceptions in Akron's 2550 stores, who advertise only in Akron newspapers, one

# The Cleveland

Detroit • Atlanta  
San Francisco

F I R S T   A D V E R T I S I N G

NATIONAL ADVERTISING  
250 Park Avenue, New York

ISIN  
N. M.  
U

# AKRON?

**The Press  
is the  
First  
Advertising  
Buy in  
Cleveland**

of which ranks sixth in the United States in advertising lineage published in six-day evening newspapers.

Akron isn't in the TRUE Cleveland Market because Akron people have no reason for coming to Cleveland to buy—they have good stores and good newspapers of their own.

The TRUE Cleveland Market, 35 miles in radius, 1,525,000 in population, small and compact, is all that can be covered by an advertising campaign in Cleveland newspapers. Go outside this area, and you encounter the other thriving cities and markets of Northern Ohio—like Akron!

*This is one of the facts set forth in "Approved," an analysis of the TRUE Cleveland Market, containing statistics, facts, and figures about all the important cities of Ohio. Write for your copy. It's free.*



# Press

ISING DEPARTMENT  
N. Michigan Blvd., Chicago  
UY IN CLEVELAND



SCRIPPS-HOWARD

*First in  
Cleveland*

Seattle • Portland  
Los Angeles

# ... who said Reader Response?

**L**IBERTY carried recently an advertisement for Monocoupe, personal airplane, product of Mono-Aircraft, Inc.

That advertisement made history in advertising circles. It pioneered in a new classification destined before long to be one of the big users of space.

But what is more important, the Monocoupe advertisement did exactly what it was originally intended to do: *It created an even bigger stir among LIBERTY readers!*

*"We received 15,000 inquiries in 20 days, and the responses are still coming in. These responses included 'phone calls, telegrams, personal calls from dealers and requests for distributorships. The dealer inquiries have been very satisfactory. The inquiries from individuals for the most part are of high quality and apparently from people who can afford to own a Monocoupe."*

Surprising record of reader response? Not to us! For wanted merchandise, LIBERTY has always given hair-trigger action to its advertisers.

Now  
over 1,500,000  
average net paid  
circulation guar-  
anteed...For 1929,  
a larger circu-  
lation and no  
increase in adver-  
tising rates.

# Liberty

*A Weekly for Everybody*

## The Clock Face Plays a Timely Part in Advertising

## Minute-Saving Arguments Prove Popular with a Nation That Is Interested in Short Cuts to Efficiency

By W. Livingston Larned

TO what extent is time-saving one of the most effective of all modern advertising arguments? Does the public seek short cuts to efficiency? Are women susceptible to the appeal which promises to clip minutes off any given household task? Does an age of rush suggest that the advertiser take advantage of our speed mania and turn the clock face to good account whenever possible?

There is much evidence to substantiate this idea. It is being done as never before, in advertising illustration. Short cuts to accomplishment are at the tip of many active pens and pencils and brushes. It is one of the most popular of current themes.

"Save time!" And the illustration visualizes how it can be done. "More hours for play," the advertiser says to the woman who is accustomed to spending too much of her life in the kitchen. The office worker is faced with pictorial evidence of his own short-sightedness.

And everywhere we see the familiar clock face, ticking out at us along with other accessories. In one magazine recently I found eleven advertisements featuring this time appeal.

There have been many singularly interesting stories which revolve around the clock face and its amazing tug as a selling argument when properly pictured. One of the most engrossing had to do with a newspaper series run in Southern territory for a soap product fea-

tured for dish-washing and the washing of clothes.

In three-column space a large clock face monopolized each composition, accompanied by smaller human interest scenes, such as a



You fast shavers—

here's the smoothest, surest share  
per second in the world!

TIME affects the comfort of your shave, of course. Lots of men have to "rush" it. Slow shaving is a luxury, which we can't always afford.

But the smooth, kind, thorough job that the Gilbreth Blinds does on its easy park is something you can't afford to pass up—for it's the smoothest, above per-

Gillette razors and traps every blade on its way to you.

to find that variation of one one-thousandth of an inch sends out a tell-tale signal. Gillette "voices" perfect shave into every blade so no human hand could possibly know and stop it. And nearly half of Gillette's people are special inspectors, paid double when they find a single blade that won't do a expert job of shaving.

1960-1961

It has cost twelve million dollars in the last ten years alone to build this Bank. After its job is completed, and

Gillets keep feet smooth and comfortable; not of dirty look, though some women prefer this.

in many men money buys younger young men are starting right, and staying young. No taxes ever gave the billions back to the identical tank two days in economic. Starting conditions may change, but the blade meets every man's condition.

GILLETTE SAFETY RAZOR CO., BOSTON, U. S. A.



THE FOUR WATCH FACES GIVE AN IMPRESSION OF SPEED  
WHICH IS THE THEME OF THE TEXT

woman washing a sinkful of dishes, or the same woman at her basketful of wash.

These clock faces were diagrammatically divided off into time areas—the time customarily required for washing dishes or clothes, and the minutes saved when the product was put to work in the housewife's behalf.

The entire copy appeal and the headlines concentrated on this sole

objective: "You can do it in half the time, Madam."

Previous to this campaign, two months of newspaper effort had been less than remunerative for the product. Quality had been the picture keynote when, it would appear, the time element was far more interesting to its audience. Women cared less about the ingredients of the article than a promise of time and labor saving. They were hungry for extra minutes for themselves.

The illustrations in the new campaign were of women playing with their children, taking walks, going to the movies, and with the assistance of the clock faces the point was forcefully emphasized that the user of the product would have far more time at her disposal if the dishes or the clothes were washed in a more efficient manner.

This campaign was a success from the first insertion and so impressed itself upon the advertiser that many radical changes in company policy were the direct result. For one thing, the package design was altered to include a clock face and a time phrase. This same pictorial device was placed on all letterheads, and it was injected into posters and window and counter displays.

There is much evidence to show that the public is often more concerned over time than price. Where are the short cuts? America, just now, is searching for answers in almost every field of human endeavor. Women are quite specifically sympathetic to illustrated campaigns which stress it.

The manufacturer of an ingredient used in the preparation of jams and jellies was for an extended period in doubt as to the best advertising approach in building campaigns to women. Several were emphatic failures. It was a new

method of making jelly for one thing and women were a little suspicious. The method of their grandmothers was quite good enough for them. Why experiment with expensive fruit and sugar?

One by one plausible arguments were made into pictures, and one by one discarded as they failed.



—the time for the things you have been wanting to do. In the completely electrified home the clock is full of those precious minutes.

Make electrical helpers do all your time-consuming household tasks. Learn to use electricity. Every electric outlet in your home is a potential source of comfort and leisure.

## GENERAL ELECTRIC

WOMEN ARE BEING URGED TO "SAVE TIME" IN MANY ADVERTISEMENTS AND THE CLOCK FACE IS PLAYING AN IMPORTANT PART IN A NUMBER OF THESE

When told that jelly could be made at less expense women did not apparently care. When told that they could make jelly with less liability of failure they turned up their noses and believed in their own ability and recipes.

Finally, in desperation, the advertiser turned to time-saving. Why spend so many hours over a hot stove? Why fuss and bother longer than is really necessary? It was old-fashioned to act in this way. The time could be put to far better purpose.

And at last milady paid attention. She was willing to save time and to accomplish the same objective in less minutes. The

old clock face was employed as a pictorial background, and in one campaign, used in a series of small vignettes, as each separate process was illustrated. The company has adopted this scheme as a standardized pictorial motif. It has shown itself to be the one best argument.

Nothing can take the place of the clock face as a clear and concise symbol of time. It seems to hold a visual lure, regardless of how many times repeated.

Advertising copy is being written to permit use of this picture theme. A forceful Gillette magazine page states: "You fast shavers—here's the smoothest, surest shave per second in the world! Time affects the comfort of your shave of course. Lots of men have to 'race' it."

The illustrative portion of the advertisement is composed of four watch faces, against which are placed studies of a man shaving. The first picture is accompanied by the following copy: "Half a minute. The grand rush. You've slept late. You've an extra job to do before going to work. Whatever the reason, rely on the swift, even sureness of your Gillette Blade for the smoothest shave per second in the year."

Text under the second illustration and its watch face starts out with: "One minute. Just sixty seconds of lathering and then you put your Gillette to work." Under the third picture: "Two minutes. A bit longer for your beard to soften. Time for lathering may vary from day to day, but there's one unchanging thing about your daily shave that brings sure, smooth comfort—your even-tempered Gillette Blade." And finally this: "Three minutes. For thorough preparation of your face, three minutes is the ideal time."

As the reader follows the movie-

like pictures he also follows the changing minutes of the watch. There is a species of speed-up action in the picture, from first to last, which attracts the eye.

An effective Schick razor magazine page devoted no less than three-quarters of the total space to a clock face, done in tempera



### Every Minute Counts!

WHEN ACCIDENT STRIKES BE QUICK WITH THE SAFETY 4

BE CAREFUL AS EVER SHAVE

PREVENT INFECTION The "time element" is important in combating infections—Post Aid, to be most effective, must be prompt.

That is why physicians everywhere are enthusiastically recommending the handy Safety 4 Film Aid pocket to shave they serve. Your doctor cannot be within instant call . . . Your doctor cannot be within instant call . . . Your doctor cannot be within instant call . . . Your doctor cannot be within instant call . . .

gray to the nose immediate protection he would use if he were on the spot. The Safety 4 makes this possible. Two complete Post Aid dressings are always on call for two minor injuries, each item cut and sized, ready to put on . . . With the Safety 4 any cut or open wound can be sealed against infection in a few seconds' time.

Bauer & Black, Chicago, New York and Toronto.

As your druggist's BAUER & BLACK SAFETY 4 35c



HOW BAUER & BLACK USE A CLOCK FACE TO FEATURE THE THOUGHT THEY WANT STRESSED, "EVERY MINUTE COUNTS!"

gray tones. The razor itself was held in such a pose that it formed one of the hands. The copy went on to describe point by point, operation by operation, the time-saving attributes of the razor. "Saving the minutes that count the most" was a headline in the true spirit of our day.

How exceedingly effective was the color page for General Electric, with its red-rimmed clock face, from which stepped out a pretty woman in shopping costume. It was used to illustrate that most impressive sentence, now standardized, "Any woman who does any task that electricity can do is working for a few cents a day."

But the large dial was the com-

Sept. 27, 1923

elling factor in the composition. Other details were not permitted to intrude upon it. The text was sympathetically gauged: "New minutes. The time for the things you have been wanting to do. In the completely electrified home the clock is full of those precious minutes."

"Every minute counts," slogans a Bauer & Black page as the Safety 4 First Aid Packet is described. A mother has cut her finger while opening tin goods in the kitchen. Her daughter rushes to her rescue with a bandage and other necessities. Back of the two figures rises a large clock face, its hands ticking away the dangerous seconds.

For many months now the advertisers of Calumet baking powder have used a clock face as a standard illustrative theme, but never twice in exactly the same arrangement. It is shown by this symbol that "10 minutes to make-to-bake" is more than a mere advertising phrase.

There is a decorative quality to the clock face for illustration purposes. It permits of many unique art manipulations. To give character to his campaign, one advertiser had beautiful pen drawings made, over silver prints, of famous clocks of the world, beginning with the immortal "Big Ben" of London.

The artist selected a technique which enriched these subjects. And there were a few lines of text describing the timepieces and giving their history in abbreviated style. The series was eventually put into a book which has won wide popularity.

A hardware dealer told the writer that one of the most successful window-cuts for any product to come under his notice was a giant clock face done in full color, with an illustration between the minute and the hour hand,

showing that with this apparatus knives could be sharpened in a little under a minute, whereas by the old method, from five to ten minutes might easily be consumed.

A booklet issued for the same article and distributed free across the counter was equally satisfactory. Its title was "How much time

THE CLOCK FACE SYMBOL MAKES "10 MINUTES TO MAKE  
—TO BAKE" MORE THAN AN ADVERTISING SLOGAN

have you to *yourself*? The cover illustration was of a clock face, over which were superimposed numerous small vignette scenes of a woman attending to her varied household duties.

The text and the inside pictures concentrated on the basic fundamental of giving a woman more hours to herself, with no labor attached. There were twelve page pictures and large clock dials were featured, together with little human interest interjections.

Symbols have ever been fruitful advertising material for the artist. They speak a simple and forceful language of their own. Father Time himself is no less significant to the average person than the clock face.

## Lehn & Fink Try the College Man in Different Jobs

LEHN & FINK PRODUCTS COMPANY  
New York, Sept. 18, 1928.

*Editor of PRINTERS' INK:*

I feel that our method of choosing and training college graduates is a satisfactory one. I am not particularly anxious to get a man of the Phi Beta Kappa ranks. I would much prefer those who have had fair marks in their studies, but in addition thereto, have had outside interests—in fact, I would prefer those who held elective positions, as that means to my mind a certain amount of personality.

However, in reading the article "Leaders or Just Scholars?" I see where there is a decided difference in the work done by people with whom the writer discussed the matter, and myself, in taking on college men. In the first place, the companies mentioned are all very large, while our own is a comparatively small one, with a small executive staff. This in itself makes quite a difference, but the main difference is that they go out to hire men for a certain job while I take on men and try to find out for what work they are best fitted. If I were to look for men as salesmen, I probably would not make the same choices that I am making.

On the other hand, my method consists in hiring them and giving them a fairly thorough training in all departments of the business. While this course of training, under ordinary conditions, takes about a year and a half, due to our rapid growth, I have been compelled to hurry it. In approximately a year's time, the college man has had enough different positions with me to have a fair knowledge of the kind of work being done in each department and by that time I find that not only am I in position to judge where he is best fitted, but he also knows the kind and type of work he wants to do. I think this is the important difference between the men I am taking on and those taken on by these other large corporations.

EDWARD PLAUT,  
President.

## Los Angeles Club Has Week-End Outing

Fifty members of the Advertising Club of Los Angeles and their families recently held its first annual week-end outing. G. L. Rogers won the president's cup and also the prize for the golf tournament. R. C. Buffum was second. Harry Carroll won the low net score for class A. John H. Southard for Class B, and R. C. Buffum for class C.

## Christmas Novelty Account to Baltimore Agency

Scout's Famous Evergreens, Selbyville, Del., maker of Christmas novelties, has appointed the Winfield D. Davis Advertising Company, Baltimore, as advertising counselor. Newspapers and direct mail will be used.

## International Association Appoints Advisory Committee

In accordance with the Constitution of the International Advertising Association, an Advisory Council has been appointed for the Bureau of Research and Education, consisting of sixteen members who are familiar with research work to replace a former committee of fifty-one. This committee, appointed at the recent meeting of the board of governors, includes the following members: Neil H. Borden, Harvard Graduate School of Business Administration; Paul T. Cherington, J. Walter Thompson Company; Gordon C. Corbaley, American Institute of Food Administration, Inc.; Frederick M. Feiker, Associated Business Papers, Inc.; Edward H. Gardner, J. Walter Thompson Company; George B. Hotchkiss, New York University, and Julius Klein, Bureau of Foreign and Domestic Commerce.

Others on the committee are: Everett S. Lyon, Institute of Economics; Walter Mann, Association of National Advertisers, Inc.; Paul H. Nystrom, Columbia University; A. Heath Onthank, George Harrison Phelps, Inc.; Daniel Starch, American Association of Advertising Agencies; Harold J. Stonier, American Institute of Banking; E. K. Strong, Jr., Stanford University; Frank M. Surface, Bureau of Foreign and Domestic Commerce, and Edward M. West, New York.

## E. H. Morrow with MacLean Publishing Company, Ltd.

Professor E. H. Morrow, formerly head of the department of business administration at the University of Western Ontario, London, Ont., has been appointed director of merchandising research, business newspapers division, of The MacLean Publishing Company, Ltd., Toronto.

## B. H. Pillard Joins Faculty of Antioch College

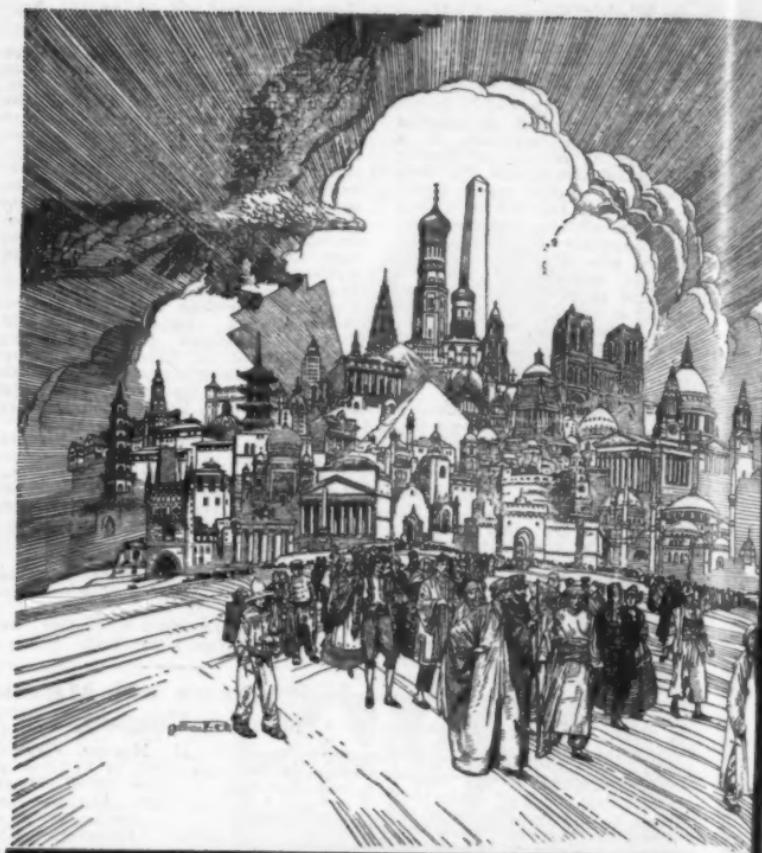
Basil H. Pillard, formerly with The Corman Company, New York, and previously with the Pratt and Lindsey Advertising Agency, has been made an instructor in marketing and advertising at Antioch College, Yellow Springs, Ohio.

## Mathew Barr Joins James Houlihan Agency

Mathew Barr, formerly with the Los Angeles *Herald* and Los Angeles *Record*, has joined the copy department of the Los Angeles office of James Houlihan, Inc., advertising agency.

## R. W. Curtis, Secretary, Graham Printing Company

Russell W. Curtis, for seven years with the Graham Printing Company, Detroit, has been made secretary of that firm.



ONE OF A series of institutional advertisements published by the Hearst Newspapers, appearing in newspapers in eighteen key cities and in leading advertising publications.

# HEARST

MORE THAN 20,000,000 PEOPLE

New York American  
New York Evening Journal  
Albany Times-Union  
Rochester Journal  
Rochester Sunday American  
Syracuse Journal  
Syracuse Sunday American  
Atlanta Georgian  
Atlanta Sunday American

Chicago Herald  
Chicago American  
Washington Star  
Washington Sunday American  
Boston American  
Boston Sunday American  
Detroit Times  
Baltimore Sun  
Baltimore Sunday American  
Omaha Bee

# The WORLD A CITY

EACH day the world draws closer together—distances shorten, time shrinks. The Bedouin is our neighbor, Bagdad is at our door. The world has become one great city.

The newspaper has done much to bring this about and, in doing so, has itself developed from the simple and leisurely affair of a half-century ago into the most complex and highly organized of institutions. It is this condition—this universality of interest—that makes such an organization as the Hearst Newspapers a power in our national life. Not only must the news of all the world be completely and intelligently covered, but the daily newspaper of today must gather and interpret the thoughts and sentiments of a hundred nations.

No less an organization than the Hearst Newspapers can meet so great a demand—and to meet it adequately they have drawn on the genius of the world.

Wherever big things are happening, the men who know the

details most intimately tell them to Hearst readers. Statesmen and rulers write the daily story of shifting politics and policies, great scientists reveal the momentous secrets of the laboratory, champions describe their victories, the foremost authors, soldiers, musicians, actors, dramatists, artists, comment on the latest and best in their particular realms. Whatever the field, the story is covered in Hearst Newspapers by the men best qualified to write it—brightly, intelligently, intimately.

This reservoir of genius, on which the Hearst Newspapers continually draw, is one reason for their unique position in American journalism. Combined with the vast machinery of distribution necessary to handle more than 5,000,000 newspapers, it gives the Hearst Newspapers an unparalleled place in America—a position of tremendous responsibility as an index and molder of public opinion and an influence on national life.



Logo of the Hearst Newspapers

# THE WORLD'S NEWSPAPERS

## 100,000,000 PEOPLE READ THESE NEWSPAPERS

Chicago Herald and Examiner  
Chicago American  
Washington, D. C., Herald  
Washington, D. C., Times  
Boston American  
Boston Sunday Advertiser  
Detroit Times  
Baltimore News  
Baltimore Sunday American  
Omaha Bee-News

San Francisco Examiner  
San Francisco Call  
Oakland Post-Enquirer  
Los Angeles Examiner  
Los Angeles Herald  
Wisconsin News (Milwaukee)  
Seattle Post-Intelligencer  
San Antonio Light  
Pittsburgh Sun-Telegraph

# At the Top!

and still climbing—  
Seven months of gains—

**145,438** **MORE LINES**  
of PAID advertising than in the  
corresponding period last year.

**TOTAL NATIONAL ADVERTISING** lineage figures in the Boston Sunday newspaper field for the first seven months this year show the **BOSTON SUNDAY ADVERTISER** to have gained **145,438** lines, which is more than eleven times greater than the gain made by any other Boston Sunday Newspaper.

### Here Are the Official Figures:

	Lines	Gain or Loss
<b>SUNDAY ADVERTISER</b>	<b>861,810</b>	<b>145,438 Gain</b>
<b>Sunday Herald</b>	<b>839,208</b>	<b>183,998 Loss</b>
<b>Sunday Globe</b>	<b>827,534</b>	<b>12,980 Gain</b>
<b>Sunday Post</b>	<b>809,371</b>	<b>40,544 Loss</b>

(Lineage figures from the Boston Newspaper Statistical Bureau)

## BOSTON SUNDAY ADVERTISER

More than 500,000 Circulation—Largest in New England

National Advertising Representatives  
**E. M. BURKE & ASSOCIATES**  
 Boston, New York, Chicago, Detroit

One of the  
twenty-eight  
Hearst  
newspapers  
read by more  
than twenty  
million people

Member of International News Service and Universal Service

**T**HE HUGE circulation of the \*Chicago Evening American (557,589 for the first eight months of 1928—well over a hundred thousand more than that of the second Chicago Evening newspaper) is clear evidence that a tremendous element in Chicago's population finds its newspaper preferences best met by that type of journalism which is the unique product of the greatest newspaper organization in the world.

\*One of the 28 HEARST NEWSPAPERS read by more than twenty million people

**CHICAGO EVENING AMERICAN**  
a good newspaper

*Member of International News Service and Universal Service*



## **The Boone Man knows the Retailer**

**T**HE BOONE MAN is continually in touch with the Retailer. He knows what type of customer deals with the local merchant and the neighborhood served by the store.

He knows the Retailer's stock turnover and buying habits.

He knows what newspaper the Retailer is using and has used, over a period of years, to make every advertising dollar bring back a dollar plus profit.

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New York Evening Journal

Albany Times-Union

Chicago Evening American

Baltimore News

Washington Times

Wisconsin News

Six of the 28

## **HEARST NEWSPAPERS**

*Read by more than twenty million people*

**I**F you, who advertise to the Retailer, are faced with a knotty problem that is difficult to straighten out—the *BOONE MAN* can help you.

He'll be glad to give you the benefit of his experience of markets, circulations, merchandising and the numerous campaigns he has helped engineer to success.

He is engaged in selling six fast growing newspapers in six major markets, but he'll forget that and talk *your* problems.



---

**RODNEY E. BOONE**

*General Manager, National Advertising*

9 East 40th Street  
New York City

CHICAGO  
Hearst Bldg.  
BOSTON  
5 Winthrop Square

**DETROIT**

Book Tower Bldg.  
ROCHESTER, N. Y.  
Temple Bldg.



DO YOU BELIEVE that a city has a personality—a mind—a soul? Hold your answer a minute, please . . .

Since April, 1921, when the Seattle Post-Intelligencer joined the Hearst newspaper group, things have been "on the up" in Seattle and in Western Washington.

Even old campaigners from Los Angeles have remarked Seattle's growth and said, "It can't be so!" But it is! *And how!*

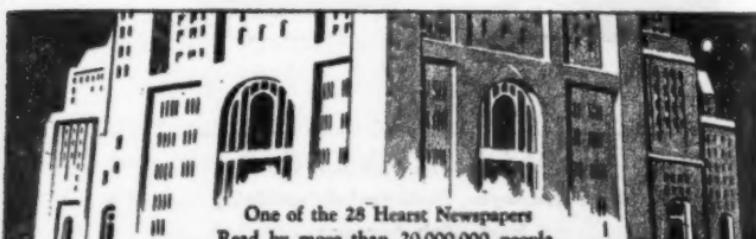
How about the Seattle Post-Intelligencer? Does it claim the credit from April, 1921, to date? No, sir! Except in this way: Seattle is today at heart, as well as physically, a big city. *Metropolitan-minded! Alert!*

The Post-Intelligencer has helped bring that about. *Absolutely!*

Never mind the details. If you know the P-I, you know it is *the metropolitan-minded newspaper of Seattle—the big-city paper, edited by alert minds for alert minds—but easy to read by all. Particularly since April, 1921!*

We think this historical and psychological note is important to you if you have something to sell—for where does the sale begin but in the mind?

\*March 31, 1921, the circulation of the Daily Post-Intelligencer was 47,450; Sunday, 59,248. For the first quarter of 1928 the ABC figures show daily circulation of 97,887 and Sunday, 161,189. That, friends, is true Seattle progress!



One of the 28 Hearst Newspapers  
Read by more than 20,000,000 people.

## SEATTLE POST-INTELLIGENCER

SEATTLE

W. W. Chew, 288 Madison  
Avenue, New York.

J. D. Galbraith, 612 Hearst  
Building, Chicago.



WASHINGTON

A. R. Bartlett, 3-109 General  
Motors Building, Detroit.  
T. C. (Ted) Hoffmeyer, 675  
Hearst Building, San Fran-  
cisco.

Member of International News Service and Universal Service



The Largest Daily Newspaper West of Missouri—Both in Circulation and in Volume of Advertising

**Circulation—Daily—223,130**

*Reaching three out of every five families in Los Angeles "City" Area*

**Display Advertising Volume—  
1927—13,481,888 Lines**

*—leading first morning daily by 4,259,290 lines and*

*—leading second afternoon paper by 4,999,036 lines*

**LOS ANGELES  
EVENING HERALD**

REPRESENTED IN

New York by HERBERT W. MOLONEY 342 Madison Ave.	Chicago by JOHN H. LEDERER 910 Hearst Bldg.	San Francisco by A. J. NORRIS-HILL 610 Hearst Bldg.
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**"One of the 28 HEARST NEWSPAPERS Read by More Than Twenty Million People"**

*Member of International News Service and Universal Service*

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**60 OUT  
of  
EVERY 100**

Families in Atlanta Read the  
**GEORGIAN-AMERICAN**

Manufacturers seeking wide distribution of their products have found a newspaper that is enjoying exceptional circulation growth with advertising lineage in major classifications keeping pace.

One of the twenty-eight  
**HEARST NEWSPAPERS**  
*Read by more than 20,000,000 people*

*Member of International News Service and Universal Service*

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# METROPOLITAN OAKLAND

## Third Largest Market of the West

### The only great *virgin* market in America!

Ten years ago the man who said, "We can cover Oakland with San Francisco papers," was partially right. Undeniably! *But times have changed!* Today Greater Oakland is a metropolitan community of over 600,000 people—not including a populous, prosperous back-country—an advertising entity set wholly apart from its progressive trans-bay sister, San Francisco! One of the world's great centers of aviation, industrial capital of the West, hub of a great agricultural and recreational area, Oakland and its adjoining communities today stand united and alone—the only great *virgin* market in America!

Virgin because the old idea still prevails! Virgin still because advertising men are *just beginning* to realize that Oakland *can't* be covered without Oakland coverage. *And you can't cover Greater Oakland without*

# THE POST-ENQUIRER

"Oakland's Fastest-Growing Newspaper"

Carrying a greater advertising lineage than any six-day evening newspaper in the San Francisco Bay region in 1927, the *only* newspaper to show a gain in total paid advertising during that year, the Oakland Post-Enquirer had an average circulation of 64,534 for the six months ending March 31, 1928, according to government figures—85% home delivered. It is conservative to say that more than 10% additional goes into the home regularly.

Are you overlooking Greater Oakland and its vast advertising possibilities? At least, you owe it to your store of knowledge to find out more about this unusual market and its home-read newspaper—The Post-Enquirer. Write for full information.

**"One of the 28 HEARST NEWSPAPERS read  
by more than twenty million people"**

#### REPRESENTATIVES

VERREE & CONKLIN, INC., New York, Chicago, Detroit, San Francisco  
KARL J. SHULL, Transportation Bldg., Los Angeles  
Member of International News Service and Universal Service

# Bible Quotations in Advertising Copy

Can They Be Used Without Offending Those Who Consider Them Sacred?

E. I. DU PONT DE NEMOURS & COMPANY,  
INC.

PARLIN, N. J.

*Editor of PRINTERS' INK:*

What is the feeling among advertising men about using quotations from the Bible in advertising copy?

I notice it is rarely done, but occasionally, it seems to me, I have seen Bible quotations used to good advantage and without offense.

I recall in particular one or two advertisements for Alexander Hamilton Institute, probably written by Bruce Barton, the well-known apologist of Moses, Matthew, Mark, Luke, John, Coolidge and Hoover.

The Bible is pregnant with superb allusions which might be used, I think, without offending even the most scrupulous.

J. L. MASTERSON,  
*Advertising Manager, Chemical Products Division.*

OUR first impulse was to reply to this letter from the du Pont organization and ask this question: "Would it not be wiser to find out what the public or its more eminent religious leaders think about this subject?" On second thought, however, we decided that probably the writer of the letter had framed his question as he did because he believed that "advertising men" would themselves have taken that step.

There are "advertising men" and "advertising men." We have presumed that the "advertising men" whose opinions would be wanted on this question would be those who have had considerable influence in laying the foundations for present-day copy styles. Bellwethers in other words. To such men we have submitted the question in hand. Their answers to it follow:

## DON'T USE THEM

By F. R. FELAND

Vice-President, George Batten Company

My personal attitude on the use of quotations from the Bible in advertising copy goes back to almost prenatal influences in my advertising work.

The first Scriptural quotation I ever used in an advertisement was shortly after I had gone to work for George Batten Company. George Batten handed back the copy with the words: "Never quote Scripture in an advertisement that

is designed to sell merchandise. It might be permissible in charity appeals or in published encomiums, or in statements of business policy, but never in either straight merchandise or controversial copy."

One did not argue with Mr. Batten on matters of this sort, at least this one did not, and I accepted his statement as more than *obiter dictum* and did not question it then, and have not since.

I may add that I have no feelings on this subject at all, as the Scriptures are not sacred to me. I have followed the rule because I think the advantages of following it appear to out-weigh the disadvantages of and discussions that occasionally arise from breaking it.

## THE PUBLIC DOESN'T KNOW THE BIBLE

By EARNEST ELMO CALKINS  
President, Calkins & Holden, Inc.

Nothing in my training or scruples has ever prevented me from using the Bible just as I would any other work of literature to quote from when it aptly illustrated the point I wanted to make in advertising or in anything else. Perhaps the reason one sees so few Biblical allusions in advertising is because not many advertising men know the Bible as well as Bruce Barton and I do. That is one of my assets, that it was drilled into me so thoroughly in my youth in the old First Baptist Church Sunday school at Galesburg, Ill., that I can to this day remember almost every incident in the narrative.

Some years ago I realized with quite a shock that not everybody was as familiar with the intimate lives of the Old Testament worthies as I was. The occasion was some advertising dinner at the old Aldine Club, before which I spoke. In the course of my remarks I used, to illustrate a point, the story of King David and his sudden affection for Bathsheba and the dirty trick he played upon her husband to get him out of the way, in order to introduce Nathan's rebuke by means of the parable of the ewe lamb. I told the story in my own words, paraphrasing liberally and reducing it to modern speech, and all at once I became aware that my audience was following the story for the story's sake, not merely amused at my rendition of it, and I gathered, in the way speakers sometimes do, that the anecdote was a new one to most of the audience. I was so impressed with this that a few days later at luncheon with about a half-dozen advertising men I told the story as I have told it here to illustrate the point that so well-known an incident in Bible history was not common knowledge with a generation that had been brought up on the Bible. A painful silence followed what I said, and finally one of the men smiled a little sheepishly, and said, "I don't know how it is with

you fellows, but I never heard that story before myself." And so I began to wonder whether a casual allusion to Jacob wrestling with the angel, or Lot entertaining angels unaware, or Abraham finding the stag tangled in the thicket when he was about to sacrifice his son, or the Gideonites breaking their pitchers and showing forth their lamps, was as effective as I thought it was, because, of course, in such an allusion the reader must supply the setting and get the analogy.

And now I notice that Elmer Davis, whose books have given me as much real delight as any light fiction I ever read, is writing the life of King David for *Collier's* and does not hesitate to debunk the star event of David's life and credit the killing of Goliath to Elkanah, and quotes the revised version for his authority.

It is a pity if the Bible is not as large a part of the education of young people as it used to be, not for any religious or moral significance, but because in few works are there so many illuminating dramatic stories told in such pithy, idiomatic English.

#### THEY HAVE THEIR PLACE

By JOHN HAWLEY

President, Hawley Advertising Company

I see no reason why a copy writer should not draw inspiration from the King James version of the Bible.

I agree with Mr. Barton that the world would be better off if it knew its Bible better.

But, as a matter of good taste, it seems to me that direct quotations from the Scriptures are more appropriate in conjunction with advertising copy planned for unselfish welfare campaigns. When twisted into salesmanship for the benefit of the pocketbooks of the advertisers, Biblical quotations might easily be represented by the very persons whom the advertiser hoped to impress.

Our correspondent it will be remembered referred to Bruce Barton "as the well-known apologist of Moses, Matthew, Mark, Luke, John, Coolidge and Hoover." Mr. Calkins and Mr. Hawley in their answers also mention Mr. Barton. Naturally we took the question to Mr. Barton. Mr. Barton, in his reply referred us to a chapter which he had written several years ago for a book called "Masters of Advertising Copy," in which he said:

"They have a funny story in our office to the effect that when we call a man in to write advertising copy I give him a copy of the New Testament. That is untrue (factually and by implication)—factually, because I never gave anybody a New Testament, and by implication because it implies that I have a pious soul which is not true.

No man can have a pious soul who has spent his life dealing with printers."

Mr. Barton, as we see him from what he has indicated to us, has two opinions on the Bible and advertising. He believes the Bible should be read by the writer of advertising. "The three best principles of copy writing," he holds, "are exemplified perfectly in the New Testament parables." His other opinion—and this he sets forth as his hobby—is that the greatest thing advertising could do would be to get the Bible read by all people everywhere by making the church a national advertiser.

If we were to summarize the opinions that we have given here and others that we have obtained on the question in hand, we believe the answer would be this: (1) It is in order to use Biblical quotations if they are appropriate to the subject; (2) Be certain that the copy in which they are used does not smack of commercialism, and finally, be certain that the majority of that part of the public to which your copy is addressed is familiar with the quotation you are using.—[Ed. PRINTERS' INK]

#### Appointed by "Farm Life"

M. S. Moore, who joined *Farm Life*, Spencer, Ind., last January as Western manager, has been appointed advertising manager. James Mason, formerly with the sales staff of *The Farm Journal*, succeeds Mr. Moore as Western manager.

A. L. West, formerly sales manager of Djer-Kiss perfumes for many years, has been appointed Eastern manager of *Farm Life*.

#### Johns-Manville Starts Canadian Newspaper Campaign

The Canadian Johns-Manville Company, Ltd., Montreal, has started a newspaper advertising campaign featuring "Canadian Roofs from Canadian Rocks." A. McKim, Ltd., advertising agency of that city, is directing the campaign.

#### DeForest Radio Company Appoints Hanff-Metzger

The DeForest Radio Company, Jersey City, N. J., manufacturer of DeForest Audions, radio vacuum tubes, has placed its advertising account with Hanff-Metzger, Inc., New York advertising agency.

# Telling the World about the Home Town Market

The Miller Rubber Company Tells the Rest of the Country about Its Sales Success in Akron, "The Toughest Tire Market in the World"

THE miner who could successfully sell his coal in Newcastle might logically be inclined to use that fact as an argument for his product in other places, where the market is not quite so critical.

Many other cities in the world are specialty cities. The citizens of Detroit should, by the nature of their city's leading industry, be expert buyers of automobiles. In the same way the men of Troy, N. Y., should know a great deal about collars, the bride of Grand Rapids be a good buyer of house furniture, and the citizens of Trenton, N. J., know something about the relative merits of bathroom fixtures.

Akron is noted, among other things, as a tire city. When the Miller Rubber Company, of Akron, brought out its new de luxe balloon tire, and found that it sold well in Akron, it thought that it had a good talking point for citizens of other cities. If the home town market, by its very nature, was a hard-boiled one for the particular product made in larger quantities there, why wouldn't the fact of a successful introduction in that hard-boiled market be a sales argument? On that supposition the company has recently been running full page newspaper space in cities far away from Akron to carry the news. The new product is called, "The tire that took all Akron by storm." As the copy points out, "Here is the new type tire that in one month established a new sales record in the city of Akron, the toughest tire market in the whole world." It continues by saying that when the tire, new in design, appearance and material, was introduced in Akron, the company thought it would create interest but didn't expect the big sales record which ensued.

One Akron dealer, the copy says, sold sixty-four tires on the day

following the first announcement. "Akron," says the copy, "the most critical tire market in the world, absorbed many tires which we had expected to ship elsewhere, and the demand has continued unabated."

The remainder of the copy describes the tire in detail and then says: "Naturally this tire is somewhat higher priced than the regular lines. It is worth every cent you pay for it and more. Ask the dealer to show it to you. Compare it. Judge for yourself the merits of this tire that has won the hardest tire market in the world."

This type of advertising offers a good example of two different ideas in copy, namely, (1) using the home town market as a laboratory, and the results secured there as sales arguments for other parts of the country, and (2) offering a new argument on a new product to justify a higher price. It offers many suggestions. What brand of milk chocolate sells best in Switzerland where the inhabitants should be good judges? What collar is the favorite of the citizens of Troy? What is the judgment of the plain folks of Detroit concerning the 1929 automobile models which have recently appeared? When the home town market is a tough or a sophisticated one, and the new product goes well there, the fact offers interesting copy possibilities.

## McCrory Stores Net Profit Gains

The McCrory Stores Corporation, for the six months ended June 30, reports a net profit, after charges and Federal taxes, of \$815,800, against \$685,352, for the first half of last year.

## Joins Conely, Kappes & Curtis

Harry Costello, recently with the Detroit *Times*, has joined the staff of Conely, Kappes & Curtis, Detroit advertising agency.



## The Washington Market is an important one

In area—it comprises the District of Columbia and a 25-mile radius into Maryland and Virginia.

In population—it is 800,000 strong.

The characteristics of this market invite the attention of any worthwhile product—for the people are well-to-do and look to Washington City as the center of supply and to The Star to keep them informed—both in news and advertising.

This entire Market is covered—Evening and Sunday—by The Star's direct-delivery service—straight into the homes.

Our Statistical Department will be glad to furnish any specific information concerning the Washington Market.

# The Evening Star.

*With Sunday Morning Edition*

**WASHINGTON, D. C.**

New York Office;  
Dan A. Carroll  
110 E. 42nd Street

Chicago Office:  
J. E. Lutz  
Tower Building

# Both are Maple

Boston's trading territory is not a part of any larger theoretical marketing area. It is the business center of New England—a separate and distinct trading area. Ranked as the fourth of the country's great marts, Boston is exceeded in density of population per square mile by one city only—New York. Over two and a half million people live within a fifteen minutes' ride of the center of the city. Another million is but an hour's ride distant.

To reach this vast multitude through advertising is no more difficult than it is to reach the people of New York, Chicago or Philadelphia through the same medium. It merely requires a different application, for the people of Boston are different. Just as heredity and environment have combined to produce distinct varieties of maple trees, so have these same factors worked to divide Boston's populace into two separate groups—groups that must be appealed to advertisingly through the columns of different newspapers.

This population division is not one of mass or class. Neither is it a distinction between rich and poor. Rather, it is a separation brought about by a slow process of evolution caused by differences in thought, sympathy, preference. And these in turn have produced differences in the reading and buying habits of the two groups. The newspapers recognize the situation and so shape their policies as to appeal to one or the other.

The circulation strength of Boston's newspapers follows closely the lines of



## BOSTON HERD

*Advertising Representative:*  
**GEORGE A. McDEVITT COMPANY**  
250 Park Avenue, New York, N. Y.  
914 Peoples Gas Bldg., Chicago, Ill.

# leves—but different



group separation. The Boston Herald-Traveler, because of its deliberate editorial policy, its manner of news presentation, its form of display and make-up, appeals to one of the two population groups—and Herald-Traveler readers, as a group, compose that class of buyers most profitable to the advertiser. The Herald-Traveler makes no attempt to influence the other section of Boston's divided population, for experience has proved that no one newspaper can successfully win the favor of all of Boston.

It follows then, that an advertiser who does not plan a broad attack upon the entire Boston market, must consider, first of all, *not which paper he should use*, but the group of Boston's people he wishes to secure. His choice lies between the Herald-Traveler to cover one group, and one of the other three papers to reach most of the other. On the other hand, if the campaign is intended to blanket Boston, the problem is narrowed down to the selection of the one or more newspapers to team up with the Herald-Traveler—for the Herald-Traveler must be used to insure success. That fact is recognized by experienced advertisers who have found by actual experience that no other Boston newspaper has influence with the Herald-Traveler group.

In addition, the Herald-Traveler offers the advertiser another exclusive service. Its Rotogravure Section is the only one published by any Boston newspaper. Printed in our own plant, advertisers are assured of the finest results and care in reproduction of their advertising.

## R . D . T R A V E L E R

*For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston newspapers.*

## —SATISFIED CUSTOMERS

Twenty-two 1927 Advertisers in THE DAIRY FARMER have demonstrated their confidence by placing 1928 orders representing increases running as high as 321%.

We take pride in repeating that fifty-two New Advertisers have already started schedules this year.

# THE DAIRY FARMER

*One of the Meredith Publications*

# Financial Advertisers Discuss Sales-Alertness

C. H. Wetterau Elected President at Annual Meeting of Financial Advertisers Association

FINANCE saw itself in the elemental advertising role "before and after taking" the prescription of public service last week. Those who attended the thirteenth annual convention of the Financial Advertisers Association at Utica, N. Y., last week, noted that the thin, awkward youth is beginning to acquire the rounded curves of maturity and vigor which now generally distinguish advertising and business promotion in other types of enterprise.

The comparison between the indifferent manner with which bank depositors were treated twenty years ago and the growing sales-alert attitude of today was dramatized in a two-act playlet written by Robert J. Izant, vice-president of the Central National Bank, Cleveland, and Don Knowlton, publicity manager of the Union Trust Company of that city. The sketch was presented as the contribution of the Cleveland Financial Advertisers Association.

The first act portrayed the bank of twenty years ago with its cold aloofness and the second scene showed the same bank today and the keen interest that it evinces in serving its depositors.

The sales viewpoint as a vital part of this evident banking progress was emphasized by C. K. Matson, chief editorial writer of the *Cleveland Press* and a former financial advertising man, in an "interlude" between acts.

"This change," said Mr. Matson, "might be called the Great Conversion, the something organic that has happened to the banks of

America during the years of this century. You have seen bankers change from the first iceless refrigerators operated without electricity to dynamic human forces in the community. You have seen their meager business card with stilted language become fine illustrations and appealing copy. Now banking needs something more.

"Somebody whose function in the banking world would be that of sales manager ought always to be just about the biggest man in the institution. As sales-minded men come to power in American banks those banks are coming into increasing power and usefulness in American life."

Mr. Matson's description of how this change is coming about is reported in detail on page 25 of this issue.

PRINTERS' INK of September 20 reported, in part, the addresses of John Poole, president of the Federal-American National Bank, Washington; Robert D. Mathias, vice-president, Depositors State Bank, Chicago, and R. H. Dean, of Nesbit, Thomson & Co., Montreal.

An exhibit of advertising which is always a convention feature, this year included examples from Europe and other parts of the world. These were furnished by the Bureau of Foreign and Domestic Commerce.

The Capitol National Bank, Jackson, Miss., was awarded first prize for the best new business plan and J. Blake Lowe, vice-president, received an engraved silver plaque from Charles J. Eastman, Taylor Ewart Company, Chicago, who presented the report of the judges. Co-operation of the directors of the Jackson bank in a campaign which netted \$1,400,000 in new business was the plan of the winning entry.

First honorable mention went to the Reliance State Bank, Chicago; second honorable mention to the



C. H. WETTERAU

National City Bank, New York, and third honorable mention to the Dime Savings Bank, Detroit.

C. H. Wetterau, American National Bank, Nashville, Tenn., was elected president of the association. He succeeds Clinton F. Berry, Union Trust Company, Detroit.

A. E. Bryson was elected first vice-president; F. R. Kerman, Bank of Italy, San Francisco, second vice-president; C. H. McMahon, First National Bank, Detroit, third vice-president, and E. A. Hintz, Peoples Trust & Savings Bank, Chicago, treasurer.

As members of the advertising commission of the International Advertising Association, the following were elected: Ethel Scully, Milwaukee, and H. W. Kitchell, and Carl A. Gode, both of the Illinois Merchants Trust Company, Chicago.

Members elected to the board of directors of the association include:

Clinton F. Berry, C. E. Bourne, Royal Bank of Canada, Montreal; W. E. Brockman, Minnesota Loan & Trust Company, Minneapolis; George Dock, Wm. R. Compton & Company, New York; Chas. Eastman, Taylor Ewart & Co., Chicago; Frank Fuche, First National Bank, St. Louis; H. G. Hodapp, National City Co., New York; and

Robert J. Izant, Central National Bank, Cleveland; H. Ennis Jones, Franklin Trust Company, Philadelphia; H. A. Lyon, First National Bank, Boston; A. Douglas Oliver, Provident Trust Co. of Philadelphia; Alva Maxwell, Citizens & Southern National, Atlanta; H. W. Kitchell, Illinois Merchants Trust Co., Chicago; I. I. Sperling, Cleveland Trust Company, Cleveland; and Fred M. Staker, Commerce Trust Company, Kansas City.

Atlanta was selected as the site of the 1929 convention.

Pertinent paragraphs from some of the departmental sessions include:

*George Dock*, Wm. R. Compton Co., New York:

"There is no other branch of investment advertising in which improvement would be welcomed by a larger proportion of the security dealers or mean more in dollar value to the individual bond house than issue advertising. The present situation is a challenge to our common sense while the future offers a splendid oppor-

tunity for the application of thought, research and economy."

*Jackson Martindell*, Stone & Webster & Blodget, Inc., New York:

"It has been our policy to distribute copies of all advertisements and publicity to practically our entire organization with a notation as to when and where these articles will appear. Criticism is asked and many valuable suggestions have been received which otherwise would not have been forthcoming. The main value, however, is in the effect of this system in emphasizing the value of the department to the officers."

*Robert D. Mathias*, vice-president, Depositors' State Bank, Chicago:

"If you would make a customer's savings account an asset to your bank help him to make the account an asset to himself. If you would make your savings advertising an asset to your bank analyze thoroughly to determine upon the right plan, then back it up with intelligent selling."

*Charles H. McMahon*, director of advertising, First National Bank, Detroit:

"We attribute our increase in business in the last five years to our viewing the city as would a manufacturer who has a commodity to distribute. Our business grew in proportion to the number of calls made by our branch managers."

*C. E. Bourne*, advertising manager, Royal Bank of Canada:

"Every advertisement we use is passed upon by a jury of our 900 branch bank managers who comment and suggest possible revisions for use of the copy in their particular part of the world where the branch is located."

*Roger Steffan*, assistant vice-president, National City Bank, New York:

"Banks are realizing they cannot indefinitely go on seeking savings deposits without offering the complementary service of small loan facilities. The two departments of savings promotion and small loans are under one supervision in our institution."



## Bobwhite

It is morning and the autumn sun has just risen, a great golden ball, from behind the eastern hills. Out of the swales that edge the upland cornfield comes a distant, plaintive sound—the call of a bobwhite quail. At the edge of a dense strip of weeds and wild-broom, the dogs mark down a covey and immediately come to point. The hunters advance and with a roar a bunch of quail get up—a great swirling mass that swiftly breaks into separate units as the guns crack.

Quail hunting is considered by many the ne plus ultra of outdoor sports. And because FOREST AND STREAM contains much of interest to both small- and big-game hunters as well as anglers, one hundred thousand outdoorsmen read every issue.

**FOREST AND STREAM**  
80 LAFAYETTE ST. NEW YORK CITY

*Tom Clancy*

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago  
On the Coast: Hallett Cole, 1459 N. Catalina Ave., Pasadena

# THERE IS NO 40 Minutes is 40 Chicago, Illinois

## *40 minutes to the Chicago loop*

Shoppers living in Chicago and in the surrounding suburbs think nothing of taking forty minutes to an hour's time to reach the shopping center of Chicago.

Chicago merchants cater to the city and suburban families who live in the better neighborhoods—they are generally considered preferred customers.

City magazine publishers can well be proud of that part of their circulation which is in the restricted residential districts, far out from the flats of low wage earners.

Manufacturers are sending these preferred city and suburban families to the Chicago shopping district with their minds made up to buy the particular goods advertised in the better city magazines.

It makes no difference to Chicago merchants that preferred customers must take 40 minutes or more time to reach their stores in the loop district—it is where these preferred city and suburban families shop that counts. And what counts for the merchants counts for the advertisers.

# Successful F

Published a Des M

MORE THAN ONE MILL

Branch Offices: NEW YORK CITY . . . CHICAGO . . . ST. LOUIS KANSAS CITY

# NO DIFFERENCE

**is 40 Minutes in  
Cedar Rapids, Iowa**

## *40 minutes to Cedar Rapids*

Shoppers living on farms in this area think nothing of taking forty minutes or more to reach Cedar Rapids, a shopping center of 50,000 population—

Cedar Rapids' merchants consider farm families preferred customers. They are as accessible to retail stores in Cedar Rapids as suburban families in Chicago are accessible to the loop shopping district.

The Cedar Rapids area is typical of the shopping areas throughout the thirteen North Central "Heart" States. In these thirteen states is produced more than half the total cash farm income—consequently farm living standards are far above the average.

Successful Farming reaches more farm families in this rich farming section than does any other publication. Its subscribers go to shopping centers regularly with their minds made up to buy the particular goods advertised in Successful Farming.

Successful Farming should be one of the first publications considered when you plan your 1929 sales program.

# Successful Farming

Published at Des Moines, Iowa

ONE MILLION CIRCULATION

LOUISVILLE . . . KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO

## Sees Mr. Wright's Exposition as a Boomerang

THE HINDE & DAUCH PAPER CO.  
SANDUSKY, OHIO

*Editor of PRINTERS' INK:*

My attention has been drawn to an article by Chester M. Wright in your issue of August 9 and I have been looking for a reply, hoping to find its appearance in your columns. Your contributor complains as follows:

"In 1849 industrial wage earners as a whole were getting in wages a trifle more than 50 per cent of the value which was added by manufacture. Today they are getting roughly around 45 per cent."

This is the condition which Mr. Wright deplores at length throughout his article. However, I find myself surprised in a very different way. It hardly seems possible that all the billions of money and centuries of study, experimentation and invention that have been expended by the devotees of industry since 1849 should have earned only 5 per cent of the value they have helped to create.

It also seems almost unthinkable that labor should have surrendered for the use of all the tools and facilities that have been provided for it within the last eighty years, not more than one-tenth of the reward for its greatly multiplied productiveness. It seems to me that Mr. Wright's lament is a boomerang.

H. H. SQUIRE,  
*Advertising Manager.*

## Changes in Heintz, Robertson & Company

The Van Kuran Advertising Agency, which was recently organized at Los Angeles, has taken over the space advertising business of Heintz, Robertson & Company, of that city, who have merged with Young & McCallister, Inc., direct mail.

K. E. Van Kuran is head of the new advertising business. Associated with him are Walter C. Monroe, former publisher of the *Petroleum World*, and Verne Hawkins, formerly with the Lockwood-Shakelford Company.

Carl M. Heintz is now executive vice-president and sales manager of Young & McCallister, Inc.

## United States Chamber of Commerce to Meet

A conference of the national councilors, presidents and secretaries of member organizations, the board of directors, and the members of committees of the National Chamber of the United States Chamber of Commerce, will meet at Hot Springs, Ark., from October 5 to 9.

Among those who will lead discussions are Walter D. Burr, vice-president, Chicago Mill and Lumber Company, on trade associations, and John G. Lonsdale, president, National Bank of Commerce, St. Louis, on commercial aviation.

## Organizes George H. Payne, Inc., on Pacific Coast

George H. Payne has organized a publishers' representative business, with offices at Los Angeles and San Francisco, to be known as George H. Payne, Inc. Mr. Payne will be president, Frank R. Margeeson, vice-president and George F. Schroeder, secretary and treasurer. James T. Crowell will be a partner in the new firm.

Mr. Payne has been in the publishers' representative business for sixteen years, the last nine of which he has been president of the G. Logan Payne Company. Mr. Margeeson has for twelve years been with the King Features Syndicate, Inc. and the International News Service. Mr. Schroeder has been with the G. Logan Payne Company for fourteen years and is a former treasurer of that firm. The new business will start operations on October 1.

## Sales Managers' Club Holds First Fall Meeting

The first meeting of the fall session of the Sales Managers' Club of New York was held recently at the New York Advertising Club. The meeting took the form of a round table discussion at which Charles Abbott, director of the American Institute of Steel Construction, spoke on the subject of "competition in the steel industry and its elimination through consolidation." Dr. Paul Nystrom, professor of marketing at Columbia University, spoke on the importance of chain-store development. J. Robert Brundage presided at the meeting.

The annual outing of the club was held at the Ponemon Country Club, Flushing, Long Island, recently with an attendance of about seventy-five. Tennis and golf prizes were awarded at a dinner which followed.

## H. E. Taylor Heads Select Ohio Newspaper Association

Harry E. Taylor, of the Portsmouth Times, was elected president of the Select Ohio Daily Newspapers Association at a recent meeting, succeeding Louis H. Brush. Paul C. Siddall, of the Alliance Review, was elected vice-president and C. H. Spencer, of the Newark Advocate and American Tribune, secretary-treasurer.

W. O. Little, of the Zanesville Times Recorder, A. C. Hudnut, of the Elyria Chronicle-Telegram, Frank G. McCracken, of the Bellefontaine Examiner, and Mrs. Zell Hart Deming, of the Warren Tribune-Chronicle, are new directors.

## Francis Newcomb with "American City"

Francis Newcomb, formerly an account executive with Henri, Hurst & McDonald, Chicago advertising agency, has been appointed Western advertising manager of *American City*, New York.

# Getting a Full Picture of the Applicant

How Westinghouse Picks College Graduates

By F. A. Merrick

Vice-President and General Manager, Westinghouse Electric & Mfg. Co.

THE article, "Leaders or Just Scholars?" which appeared in PRINTERS' INK of August 23, is an interesting one of itself and furthermore opens up lines of thought which are interesting to all executives who have the responsibility of creating and recruiting commercial organizations.

In general, I am inclined to the view that scholarship rating would be the best indication of probable success in after life if the condition of choice were to be limited to only one single quality. However, even in this I would say that it would be unwise to carry the qualification to the ultimate, subordinating an absolute first standing to a requirement of rating somewhere within the first quarter of the class.

Going beyond this first statement, it is necessary to consider that practically every modern organization of any size has subdivisions of its activities for which men of specialized qualities, both of natural endowment and artificial training, are best adapted. In the activities for instance in which technical work predominates, such as research or design engineering, scholarship is of itself likely to be a fuller indication of future satisfactory performance, while in commercial or executive lines of activity the indication of scholarship, while important, at least within the limitations above mentioned, may be considerably modified or in fact out-weighed by the individual characteristics.

For these reasons, in undertaking the recruiting for our organization among the graduating students of approved institutions, we endeavor to get as full a picture of the student's characteristics as possible, the student himself furnishing information which includes

his background in a general way; his scholastic training both preparatory and university; his extra scholastic interests during this period; in what feature of scholastic work he found most enjoyment; what proportion of schooling expenses if any was self-earned; and what the graduate looked forward to as his preferred line of life work.

At the same time a rating is requested from the faculty representative giving the standing of the student according to the quarter division of the class, both as to scholarship and to personality, with a request for judgment on the general class of future work for which the student seems to be best qualified.

In addition, our company representative interviewing the student records his impressions of the student under the general heading of physical qualities, general intelligence, leadership, personality qualifications and probable general desirability to the company.

The entire picture thus made up is then used, not only as a basis for offering employment but also in the case of acceptance as the basis of picking out the branch of the company's activity in which the young man will start his work.

The results of this system in future satisfactory development justify the pains taken in these preliminary studies.

Apart from this, I have gone into so much detail mainly to point out that the argument for adopting either one or the other—scholarship or personal characteristics—as the basis of selection is not of great practical interest because practical procedure demands an appropriate combination of these things in order to fit the line of future work to be followed.

# When Your Confidence and Our Honor are at stake...

*it's no time to mince  
words...*

THE OTHER DAY we received a complaint against a *supposed* member of the Advertising Typographers of America. Investigation quickly disclosed that the Company involved does not belong, never did belong and never could belong to this body, because its business practices are unethical and unacceptable. Advertising Agents who enter into relations with non-members of the Advertising Typographers of America run the risk of doubtful dealings and fictitious charges. We don't mean to strike a "stained-glass attitude", but for your own protection —

BUY COMPOSITION ONLY FROM THE MEMBERS OF  
THIS ASSOCIATION LISTED ON THE OPPOSITE PAGE

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|--|--|
| FREDERIC NELSON PHILLIPS, INC.         | 314 East 23rd Street, New York         |
| PROGRESSIVE COMPOSITION CO.            | Ninth at Sansom St., Philadelphia      |
| HELLER-EDWARDS TYPOGRAPHY, INC.        | 250 West 40th St., New York            |
| EDWIN H. STUART, INC.                  | 422 First Avenue, Pittsburgh           |
| SUPREME AD SERVICE                     | 229 West 28th Street, New York         |
| TRI-ARTS PRINTING CORP.                | 27 East 31st Street, New York          |
| TYPOGRAPHIC SERVICE CO. OF N. Y., INC. | 216 East 45th St., New York            |
| THE TYPOGRAPHIC SERVICE CO.            | 75 North New Jersey St., Indianapolis  |
| TYPOGRAPHIC SERVICE CO.                | 417 East Pico Street, Los Angeles      |
| KURT H. VOLK, INC.                     | 215 East 37th Street, New York         |
| WARWICK TYPOGRAPHERS, INC.             | 617 North 8th Street, St. Louis        |
| GEORGE WILLENS & CO.                   | 457 West Fort Street, Detroit          |
| S. WILLENS & CO.                       | 21 South 11th Street, Philadelphia     |
| THE WOOD CLARKE PRESS                  | 75 Broad Street, Boston                |
| WOODROW PRESS, INC.                    | 225 Varick Street, New York            |
| AD SERVICE CO.                         | 313 West 37th Street, New York         |
| ADVERTISING AGENCIES' SERVICE CO.      | 216 East 45th St., New York            |
| ADVERTISING TYPOGRAPHERS, INC.         | 231 West 29th Street, New York         |
| THE ADVERTYPE CO., INC.                | 345 West 39th Street, New York         |
| ARKIN ADVERTISERS SERVICE              | 422 S. Wabash Avenue, Chicago          |
| ASSOCIATED TYPOGRAPHERS, INC.          | 460 West 34th Street, New York         |
| THE BERKELEY PRESS                     | 72 Lincoln Street, Boston              |
| BERTSCH & COOPER                       | 154 East Erie Street, Chicago          |
| J. M. BUNDSCHO, INC.                   | 65 East South Water Street, Chicago    |
| E. M. DIAMANT TYPOGRAPHIC SERVICE      | 195 Lexington Ave., New York           |
| WENDELL W. FISH                        | 919 Union League Building, Los Angeles |
| FROST BROTHERS                         | 207 West 25th Street, New York         |
| DAVID GILDEA & CO., INC.               | 22 Thames Street, New York             |
| HAYES-LOCHNER                          | 106 East Austin Avenue, Chicago        |
| HAROLD A. HOLMES, INC.                 | 215 North Michigan Avenue, Chicago     |
| MONTAGUE LEE CO., INC.                 | 216 East 45th Street, New York         |



**MEMBERS OF  
ADVERTISING TYPOGRAPHERS  
OF AMERICA  
National Headquarters  
461 Eighth Avenue  
New York**

## "TYPOGRAPHY THAT SETS UP AN IDEAL"

## Hiring Salesmen Who Will Stick

EINSON-FREEMAN CO. INC.  
NEW YORK

*Editor of PRINTERS' INK:*

Some time ago you published an article which was written by Mr. Kenagy, then of Procter & Gamble, on the subject of hiring salesmen for the grocery trade. In it Mr. Kenagy described the method used by Procter & Gamble to cut down the turnover of salesmen.

We do not have a library of PRINTERS' INK available in this office, and I am, therefore, wondering if you could clip this article from an old copy you might have. I should be glad to pay any cost involved.

N. J. LEIGH,  
*Vice-President.*

THE question of salesmen's turnover has been met by many companies through a more careful selection of men in the first place. When more care is used in hiring men, turnover is largely cut down. This was the phase of the subject which H. G. Kenagy, at that time chief of the sales research department of the Procter & Gamble Company, covered in an address before the Association of National Advertisers, which was reported in PRINTERS' INK.

As its first move, Procter & Gamble took the records of all of the salesmen then with the company, and gave special study to the application blanks which these men had filed. In this manner they were able to determine the exact statistical value of many of the items on the application blank. The company discovered through this study that men between thirty-two and forty years of age were best fitted for the particular sales job which the company had to offer. A man of a mature age, it was found, was far more likely to stay with the company than a younger man. In discussing the age factor, Mr. Kenagy emphasized the fact that each industry must discover its own best age limit for salesmen, and that it would not be safe for other companies to apply the results which Procter & Gamble had obtained.

This company further discovered

that a salesman with a wife and one or two children dependent upon him for support was less likely to start off for green fields and new pastures than the unmarried man, the married man without children, or even the married man with more than two children. Just why this last type of man, namely, the father of a large family, is more likely to leave than one with a small family, is a point which Mr. Kenagy did not touch upon.

Another factor discovered through properly investigating the application blanks was that a salesman will stay longer with Procter & Gamble if he has been on some previous job for six years or more. It was found that this factor is more important than the length of service.

A salesman who has previously been in business for himself, whether or not he has succeeded in that business, is the best risk of all.

In general, the results of the Procter & Gamble investigation seem to indicate that settled men who have at one time or another been upon their own responsibility, and who have given "hostages to fortune" make the best pluggers. Many other companies, like the Procter & Gamble Company, have, by analyzing the type of man who has proved the best sticker in his present job with them, been able later to go out and look for just that type of man. Such an investigation, based upon the men at present satisfactorily employed with the company, offers at least a fair and logical starting point to work out the problem of how to decrease salesman turnover.—[Ed. PRINTERS' INK.]

### J. L. Watkins with Blackman Agency

Julien L. Watkins, formerly with Young & Rubicam, Inc., New York advertising agency, has joined the copy staff of The Blackman Company, advertising agency, also of New York.

E. C. Norris, of Churchill-Hall, Inc., New York advertising agency, will again serve as an instructor in advertising research at Columbia University, department of extension teaching.

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*The Cigar*  
men smoke  
in  
Portland, Oregon

If you could collect the men in Portland, get them interested, and then talk to them about YOUR CIGAR, you would do it, wouldn't you? Sure, you would—and here's how...

Portland men ride their hobbies hard. Major league sports, ...stock and bond reports...national and international news ...is what they want.

But they want the news HOT!

Three hours difference (four hours when the daylight saving plan is in effect) between Portland and Eastern time, puts the Journal in their hands...right after the news has happened. They get today's news TODAY!

There is the market set aside for you, thru the medium of the JOURNAL.



*The JOURNAL*  
Portland-Oregon

REYNOLDS-FITZGERALD, Inc....Special Representatives

NEW YORK—2 West 45th St. CHICAGO—203 North Wabash Ave.

PHILADELPHIA—1524 Chestnut St.

SAN FRANCISCO—58 Sutter St. LOS ANGELES—117 West Ninth St.

SEATTLE—H. R. Ferriss, 3322 White Bldg.

(The Journal maintains an efficient Merchandising Service Bureau,  
at your disposal for surveys, charts, data, etc.)

# New beauty -and the sand is

## Westclox

*More Beautiful  
than ever*

BEAUTY, enlivened with flower-like bass. Color tones to match every desire and to harmonize with the color scheme of every room in every home. Westclox of today! Accurate, dependable alarms for an active, colorful age.

Big Ben De Luxe and Baby Ben De Luxe, world-famed for trustworthiness, are more desirable than ever in their exquisite colors. And there is Tiny Tim, a new member of the Westclox family—a handy little timekeeper, without alarm, for home, office or travel.

These models in old rose, green or blue—at the same price as nickel finish. They're the very last word in clock making.

Not manufactured by  
jeweler, druggist, hardware and department stores.  
Prices slightly higher in Canada

### WESTERN CLOCK COMPANY

La Salle, Illinois, U. S. A.

Farmers Park, Illinois  
In Canada—Western Clock Company, London,  
Pentwater, Ont.

Ben Hur, the popular  
Eccentric Wimmins alarm,  
is also made in colors.  
There's a variety of  
other Westclox. Re-  
silient bellarmine nickel—  
plain or luminous  
dials. Prices range  
from \$1.50 to \$5.00.

Big Ben  
De Luxe  
\$3.75

Baby Ben  
De Luxe  
\$3.75

# Williams & Son

Philadelphia

Toronto

6 N. Michigan, C

# the new color *and reliability*

YOU know Westclox, the famous family of faithful alarm clocks and watches. The name has always stood for accurate, reliable service to millions and millions of homes.

Today as always Westclox designs are in keeping with the tempo of the times—new beauty, new colors, vigor, personality; and the same dependable time-keeping.

Westclox advertising—colorful, vigorous—is a fitting expression of Westclox notable leadership.

We are proud of our many years association with Westclox.

## unnyngham

gale, Chicago

Cincinnati

Rockford



## Color-Time!

Autumn is nature's richest color-time. She spreads her prodigal array over vale and hill. Color is her language. She speaks in tones of gold and fire and all the world responds to her siren tongue.

We who seek the secret of magnetic appeal should take heed of the lesson she gives so freely. If we would draw compelling interest to our products we must adopt her language, for color in printing shows things as they are. Through color lies the way of least resistance to the imagination. And the way from the imagination to the signed order is short.

Progressive advertisers are demanding so much printing in color that the Isaac Goldmann Company has materially increased its color-printing facilities.

*Isaac Goldmann Company*  
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.  
NEW YORK, N.Y.

TELEPHONE  
WORTH 9430





# A Dealer Contest That Brought an Increase of \$60,000 in Sales

1,888 National Lamp Dealer-Agents Boosted Their Sales During April and May When the Average Dealer Claims That Lamps Move Slowly

By L. P. Moyer

WALK into the store of many a small electrical dealer during the months of April and May, ask the merchant how Mazda lamps are selling and he'll probably tell you that they aren't moving very fast.

And he's more or less right, for the simple reason that he isn't *selling* them. And he isn't selling them because he thinks he can't.

We all believe a lot of things that aren't so. We've heard so much about the summer slump and business being bad in presidential election years that a lot of us take it for granted. The result is that the few folks who keep on working as though there wasn't any slump find that there isn't. They get all the gravy, enjoy a healthy increase in business and are all set to go ahead all the faster when business in general speeds up.

Of course it's only reasonable to expect a slight decrease in the demand for lamp bulbs as the hours of daylight grow longer and longer, and folks spend more time out of doors. But this decrease isn't nearly so large as the average dealer thinks it is. And so great are the opportunities to build his business that he can easily turn the decrease into an increase if he wants to.

Adopting a more aggressive attitude toward selling is the secret. And that's precisely what the National Lamp Works of General Electric Company got its dealer-agents to do by means of a merchandising contest during April and May of this year.

Get-a-way—that was the magic by-word and slogan passed out to all dealers on April 1. They were

urged to "get away" to increased sales on lamps through the practice of better merchandising methods. Of course the Get-a-way contest was based on lamps, and prizes were awarded for outstanding performances in lamp merchandising, but the dealers were



**Get in on The Get-a-Way**

More than \$6000  
Worth of Prizes

1st Prize — New Ford Sedan  
2nd Prize — Automobile  
3rd Prize — Automobile  
1st Prize — Large Radio  
2nd Prize — Large Radio  
3rd Prize — Large Radio  
1st Prize — Large Radio  
2nd Prize — Large Radio  
3rd Prize — Large Radio  
And 11 more prizes for GET-A-WAY winners. The winners come from the 1,888 National Lamp Dealer-Agents who participated in the contest.

See your nearest Lamp Dealer-Agent for details. Don't wait. Enter now. The contest ends June 1, 1936.

**National MAZDA LAMPS**

HOW THE GET-A-WAY WAS ANNOUNCED TO DEALERS IN BUSINESS-PAPER ADVERTISING

encouraged to apply the same successful methods to their other leading lines and thereby develop their whole business.

The Get-a-Way proved that it could be done. A total of 1,888 dealers pushed their lamp sales 18 per cent ahead of the average for the two months of the contest. Lamps sold by these merchants amounted to well over \$60,000 more than could otherwise have been expected.

April sales by the sixty prize-winning agents were 94 per cent ahead of March. May sales were 184 per cent ahead of March.

But the Get-a-Way was more

than a mere sales campaign. It was a constructive business-building activity, based on the fundamental principles of good merchandising. The idea was to show the dealers the possibilities in the lamp business and to get them to try various ways of boosting sales, in short to make better lamp agents out of them, rather than to build up immediate sales. Of course sales were important as proof of what the dealer had done but merchandising was the big thing.

Accordingly the dealers were given credit on five points:

1. Good window display—at least two lamp windows during the contest were required.

2. Open display at the point of sale and attractive arrangement of goods inside the store.

3. Asking customers to buy—using the National's slogan "How Are You Fixed for Lamps?" and suggesting that customers buy lamps in cartons of six.

4. Sales effort outside the store—soliciting business from neighboring stores, offices and factories, selling lamps to homes, suggesting them to telephone callers, advertising, etc.

5. Sales increase—the April-May average as compared to March.

Sixty prizes were awarded for the best all around accomplishments on these five points. First prize was a new Ford. In addition to these sixty prizes, fifty dealers were awarded Honorable Mention and were sent a gold and amber Get-a-Way pencil in special recognition of their efforts.

The Get-a-Way contest was announced by a special eight-page section in "Light," the house magazine of the National Lamp Works. Reprints of this were made for additional distribution where it was necessary and an entry card was enclosed with each. An envelope of window display material consisting of a large-sized cutout and several smaller pieces was offered to every one of the agents entering the contest.

A total of 6,477 agents signified their intention of taking part by sending in their entry cards. These agents received the free Get-a-Way window display material, and the follow-up mailings. They were encouraged to greater and greater efforts throughout the con-

test and profited in a big way from this stimulation.

Of course, a large part of the success of any campaign depends on getting everyone in the sales organization interested in the activity, talking about it, and boosting it. To make the Get-a-Way interesting for the jobber salesman, ten \$10 hats were offered to the salesmen serving the first ten prize-winning agents. Letters and several printed announcements featuring the Get-a-Way hats were mailed to all jobber salesmen urging them to "Get away today and get under one of the Get-a-Way hats" by helping their agents to come through winners.

A \$50 wrist watch was offered the National salesman whose agent won the Ford. (The lucky salesman happened to have three watches so he was presented with a golf outfit instead.)

But the thing that aroused more interest and enthusiasm for the Get-a-Way than anything else was the Lobster-Bean contest among the various division offices of the company. It's an idea that could well be used in connection with almost any contest.

The division offices were paired off—New York against Cleveland, Kansas City against Oakland, and so on. The salesmen and manager of each division were in competition with their opponent for a dinner—the winner to eat lobster and the loser to eat good old-fashioned beans. The standing of each division was figured on the percentage of reports received from the total number of agents.

A bulletin called the "Lobster-Bean" was mailed every day or so to the salesmen showing how the divisions were paired up, who was on top, and quoting much caustic comment from the competitors. This sheet was a constant reminder to the salesmen. It kept the Get-a-Way "hot" from the time it was announced until the prize winners were announced.

The Get-a-Way was judged on the basis of a merchandising report filled out by the agent. It



**Melvin A.  
Traylor  
of  
Chicago  
Illinois**

President . . . . . First Trust & Savings Bank, Chicago  
 President . . . . . First National Bank  
 Director . . . . . General Electric Co., N. Y.  
 Director . . . . . Fairbanks, Morse & Co. (Chicago)  
 Director . . . . . U. S. Gypsum Co., Chicago  
 President . . . . . Shedd Aquarium Society (Chicago)  
 President . . . . . U. S. Golf Association  
 Director . . . . . National Broadcasting Co.

**editorial influence  
with men of  
influence**

**AMERICAN BANKERS  
Association  
JOURNAL**

110 East 42d Street

CHICAGO

LOS ANGELES

New York City

26,309 net paid A. B. C. reaching 9/10  
 (of the Banking Capital of America)

was a simple statement of what had been done on each of the five points. Photographs of windows and store interiors were requested but were not required.

The judges of the contest were Earl Whitehorne, associate editor of *Electrical World*; C. Ernst Greenwood, commercial director of the National Electric Light Association, and Joseph A. Fowler, president of the Fowler Electric Company, Memphis, Tenn. By leaving the selection to outside parties any question of favoritism or partiality was avoided.

The Get-a-Way was a huge success. It not only accounted for over \$60,000 in increased sales, but it made possible the distribution of window display material to over 6,400 agents with the assurance that it would be used by most of them; it was a constructive educational campaign to talk to all agents and it brought in a great amount of excellent publicity material including photographs for use in future sales promotional work.

### To Publish "The Chicago Girl"

*The Chicago Girl* is the name of a new magazine which will be published monthly by the Young Women's Christian Association of Chicago, beginning October 1. Mrs. Myrtle N. Raymond is advertising manager. The magazine is being sponsored by an advertising group of which Mrs. W. L. Buchen is chairman.

### C. B. Mathes Advanced by Conklin Pen Company

C. B. Mathes, formerly sales manager of the Conklin Pen Manufacturing Company, Toledo, Ohio, has been made vice-president and general manager, to succeed the late C. C. Cobb. Thomas Emerson, manager of the San Francisco office, will succeed Mr. Mathes, as sales manager.

### Appoint Devine-Wallis Corporation

The Devine-Wallis Corporation, publishers' representative, has been appointed national advertising representative of the following newspapers: the Longmont, Colo., *Evening Times*, the Cherokee, Iowa, *Daily Times*, the Vinton, Iowa, *Cedar Valley Times* and the Shamokin, Pa., *Daily Herald*.

### Chilean Trade-Marks More Fully Protected

Some of the controversial points in trade-mark registration in Chile have been cleared up by the recent issuance by the Chilean Government of a regulation governing the provisions of the Trade-Mark Law of 1926, according to a report received by the Department of Commerce.

Among the many important changes effected in the previous interpretation of this law are several setting forth the right to register. Heretofore anyone could register a trade-mark provided it had not been previously registered and it did not fall within certain exceptions mentioned in Article 24 of the law, and ownership of that mark was automatically conceded to the registrant.

Under the new interpretation, the Chilean trade-mark office will undertake an investigation to ascertain whether the person applying is the manufacturer or a dealer in the article desired to be trade-marked or the owner of the establishment which the mark signifies, or whether the mark has not been registered or in use within the country for a period of at least one year. Publication will be made of applications to register at least thirty days prior to acceptance of registration and owners of marks may contest application provided they can prove prior ownership and use within the country for at least a year.

Providing a trade-mark has been in use within the country for a period of more than a year by two or more persons, the registrant must permit the others to continue using that mark.

### New Accounts for Boston Agency

The Schlotterbeck & Foss Company, Portland, Me., maker of household and industrial flavoring extracts, and the Plymouth Rock Gelatin Company, manufacturer of gelatin and jelly powders, have appointed Lavin & Company, Inc., Boston advertising agency, to direct their advertising accounts.

### Albert Sedlack to Direct Burson Knitting Sales

Albert Sedlack who has been with the Burson Knitting Company as a sales representative of the territory west of Denver, has been made sales manager, succeeding Aaron L. Mercer, resigned.

### A. G. Lippmann with Ajax Agency

Alfred G. Lippmann, formerly with Churchill-Hall, Inc., New York, has joined the production department of the Ajax Advertising Agency, Inc., also of New York.

# Do You Know How to Measure Advertising Values by the Yard-Stick?

By R. F. R. HUNTSMAN  
*President, R. F. R. Huntsman, Inc.*

WE have heard much discussion recently about the "Yard-stick measurement of Advertising Value" and if one knows how to lay down the yard-stick the result will be true and dependable. But advertisers sometimes fail to take the measurement of a newspaper along the lines which really are infallible.

Newspapers with heavy lineage are generally productive mediums. Advertisers assume that if the newspaper carries a bulk of business from other advertisers that it must be valuable to them also. And it generally is. But if you lay the yard-stick down upon just two classes of advertising (Department Store and Agate Classified) you cannot fail to determine the value of *any* newspaper to you.

The lineage of the Classified Columns, and of the Local Department Stores, tells a fairly definite story, and for the reason that it is possible to trace returns with dependable accuracy.

When a Greater New York newspaper like the Bronx "Home News" carries—as it does—five or six pages of classified advertising, set in solid agate, in a single issue, then no one has to guess

whether or not the subscribers are *readers*.

Every line of this classified is handed over the counter, without solicitation, and paid for in cash at a line rate of 45 cents for one insertion or 40 cents for two insertions. The persons who insert these advertisements get results or they would not crowd the columns as they do year after year.

In the same manner the Department Stores in the Bronx—every one of them—use the "Home News" practically exclusively. And they have been doing so for over 21 years. Who need hunt for the reason!

Lay your yard-stick down on this newspaper, the only newspaper published Daily and Sunday in this intensive field in a million people. Consider that 738 youths are delivering this paper directly into the homes every day with an accuracy surpassed nowhere else and at a universal price of 12 cents weekly.

Why do these subscribers pay these boys over \$600,000 yearly for the "Home News" except to read it?

*R. F. R. Huntsman, Inc.*

Woolworth Tower,  
New York City.

# To Collier's

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*An  
Announcement  
by*

**THE CROWELL  
PUBLISHING  
COMPANY  
NEW YORK**



---

---

# *advertisers...*

---

**COLLIER'S** circulation is now more than 1,650,000—a gain of 325,000 during the past year.

The weekly newsstand sales are steadily increasing—now more than 700,000.

All this corroborates our pledge to the public and to advertisers that this company would

- build a weekly magazine of great editorial appeal
- avoid spectacular and temporary methods and build for permanence and stability
- build **Collier's** on the sound publishing principles that underlie every **Crowell** publication

**Collier's** is now entering upon a most brilliant and important editorial program — a definite assurance of continuing progress.

**Collier's** presents today the greatest per dollar value in the weekly field.

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# Shall We Cultivate Advertisements That Scan?

A Sequel to "Shall We Insist on Flawless English in Advertising?"

By S. K. Wilson

Copy Chief, The Erickson Company

**I**F I said that I was going on playing schoolmaster because so many people had written begging me for more cracks over the knuckles, you would not only accuse me of spotty taste in airing that fact—but probably impugn the fact itself. And if I reiterated my confession that nothing so daunted me as the steps to a pulpit, there would be saints down in the pews who would pray like mad for a soul perjured twice in the same paragraph.

Therefore, of course, I'm going ahead with it.

But before I ask you to gather with me a few more solecisms from the Elision Fields (please don't suggest I've misspelled that one), and then invite you to test the crop in a neighboring pasture, I want to clear up a misconception or two. That critic who took pen in hand to chide me (under the caption, "Watch the Words and Miss the Message") appeared to think that Teacher recommended rules-ridden and stilted English because he favored the correct use of words, sentences and allusions! Tut, tut! Then he became even more clairvoyant. "The writer," he chirped, "who takes care to say precisely what he means will write flawless English"! Wow—and this from one who is, on his own confession, a "correspondence counselor"! I fear this gentleman would be out of a job if any of his prospective clients should spot that naive admission. And with him in the breadline would stand every editor, every re-write man and every teacher of composition in America, all trying to exchange their useless dictionaries

and reference books for a cup of misspelled coffee and an ungrammatical sandwich.

Seriously, however, as to the "tyranny of rules," I'm just as strong for liberty and the right to fracture as he or any other emancipate could be—preposition at end of sentence, split infinitive, slang, anything—but only when your effect demands it and only when you know how to set the broken limb afterward. A young man once protested to Dudley Buck that he didn't need to study theory to become a musical composer. He had ideas—why not just let 'em write themselves? If he took care to say in music precisely what he meant why couldn't he write flawless compositions? (Zowie!) And then he launched this clincher. "Chopin," he whined, "broke all the rules of composition and got away with it!" "Sure," said Buck, "but he had mastered those rules before he broke them."

It's with the fellows who write advertisements before they've mastered the art of writing anything that I quarrel.

Some other straw-men—all with a strong family resemblance—have been put up and pummelled by lusty writers in these pages. There's the chap who says, "Write in your letters exactly what you intend to say and you'll achieve good writing," as if he were saying, "Pay attention to construction and syntax and your writing will be, *ipso facto*, putrid." A silly fallacy, vulnerable on both counts. For an illiterate man could say what he intended to say yet miss good writing by several miles (indeed, even some college men can say what they want to say yet say it with conspicuous illiteracy); and, conversely, anybody who isn't

Mr. Wilson's previous article appeared on page 3 of PRINTERS' INK for May 17, 1928.

a bigoted pedant can pay heed to syntax and construction, yet say fairly decisively what he intends to say. Will his knowledge of English prevent that? Can't one write comprehensibly and correctly at the same time?

Nothing is more stupid than to decry attention to syntax and style as something that necessarily fogs meaning and cripples vigor. By correct writing nobody with any gumption means finicking writing. But saying what you mean *isn't* good writing unless you're familiar enough with syntax and words to say it right. The honest business man who writes: "That last lot of goods weren't up to the mark and I can't either sell them nor give them away and what will I do about it?" is writing what he intended to say.

Isn't it about time we squelched this kind of argument? The fact is, of course, that the copy writer who writes with an eye on syntax—a meticulous eye, at that—will in general write both more clearly and more vividly than the *au naturel* exponent.

And please don't anybody else tell me that the purpose of writing advertisements is to sell goods, as if implying that the man who insists on flawless English is fumbling that purpose! The desire to sell goods and the ability to sell goods are entirely compatible with careful English. Oh, yes. There we barge again into the ridiculous misconception that careful English means high-brow, stilted and finicking English. No such thing. Just as, according to the ancient proverb, there is a time to murder, there's also a time to murder English. You want a certain colloquial effect. Good: off with the head of a predicate! You're appealing to a certain class of reader: *let* the preposition tag on at the end of your parade of words—where it looks right to that class of reader. You want plenty of gusto in your message: O. K., unsheathe your adverbial sword and split all your infinitives from top to toe. I'm with you. I agree. I, too, rate "The safest instinct to appeal to" above "The

safest instinct to which to appeal"—to quote one PRINTERS' INK malcontent. But—

When a writer carelessly or ignorantly uses "nor" for "or" and "hardly" with a negative; when he writes, "I deducted the right solution"; when he refers to the Hotel Netherlands and to Colonel Lindberg; when he says, "polite parlance" and "mural decorations"; when he locates the quotation, "God tempers the wind to the shorn lamb" in the Bible; when he mix-mets as recklessly as "Getting off to a flying start is often getting off to a bad finish, for if you don't hook the reader in the first line you may never land him at all"—things like that—then Teacher grabs the birch.

#### A PROFESSIONAL MATTER

*Of course* the purpose of the advertisement is to sell goods, and *of course* unless you're a witless pundit you're not going to "fine-write" that purpose into the discard. But this writing of advertisements is a professional matter; and it ought to be handled professionally. You don't disparage skill and address in any other department of work or play. Let, however, anybody suggest that the technique of advertising writing needs bolstering—and somebody sings out, "Syntax-bug." To such a pass has slovenly and semi-literate writing brought us. Well, let us—those of us who want better conditions—accept this challenge. Let's go farther. Let's declare that we're out for the injection of *virtuosity* into the advertisement. And then let's pause and wait for someone to ask us just what we mean so that a further article on this subject—and there's a lot more to be said on it—won't seem too gratuitous.

But I'm away off the trails I laid down. Some addenda to the "watch your step" list:

Is there a more tempest-tossed word than "orthopedic"? Fellow with fallen arches calls up the Orthopedic Hospital. *Children's* diseases? But, but—well, it is rather confusing, particularly as some foot doctors use the same

# stretching the facts...for

**Crack!** Dynamite in *that* bat. But where's the ball? The play is complete before the packed thousands spring to their feet. A hot single to short center. Batter tries to stretch it. Second and short converge on the middle sack. Fielded like lightning by center, the ball streaks into the shortstop's glove. All three players go down in a Laocoön tangle. Dust veils the snarl. Like a squat Colossus

*The E R I C*

181 FOURTH AVENUE, NEW YORK . . . EARLY IN .



## for extra bases

But the umpire bestrides the bag. "Yer out," he bawls. In the advertising agency line-up, the valuable player never tries to stretch his single fact into a double. Short-lived acclaim may be his, the roar of thoughtless rooters his temporary prize. But he *knows* that, though individual games may be won that way, *pennants are not*. So he pulls up safe at first and waits for the next batter to bring him triumphantly home.

**C K S O N Co.**

ARLY IN 1929, THE N. Y. CENTRAL BUILDING

term. And indeed with an equal right etymologically. Root meaning child, or root meaning foot—take your choice. But don't call up the Orthopedic Hospital and expect to get any sympathy for your bunions.

"Livid" is a word that's not always used correctly—perhaps through being confused with "lurid" which is in general even less intelligently rendered. Simple colors, both, in the Latin original—and not the hues they're popularly supposed to be, either.

How many people know the difference between "mangrove" and "mandrake"? Or can tell either from a "mandrel"? (Well, who cares?)

Words that, like Mike and Ike, look alike, are pests. Here's a brief list I once assembled that has helped me to pry some of these clingers apart:

aura: breeze, air  
aural: pertaining to hearing  
auric: pertaining to gold

But—

auricular: pertaining to the ear.  
Similarly, auriferous, gold-bearing, and  
auriform, shaped like an ear.

Some more teasers:

blanch, to make white  
blench, to flinch  
aviary, bird-house  
apiary, bee colony  
entomology, bugology  
etymology, derivation of words

veridical, truthful  
viridity, greenness  
euphemism, polite way of saying  
something unpleasant  
euphuism, affected speech or writing  
euphony, a pleasing sound

comminate, to pulverize  
comminate, to denounce

erotic, pertaining to love  
eristic, controversial

linear, measurement  
lineal, ancestry

orthography, correct spelling  
orthoep, correct pronunciation

calligraphy, beautiful hand writing—  
(F.P.A. is fond of this word but  
always spells it with one "l,"  
perhaps because he thinks more  
compactly than the Greeks did)  
caliginous, dim

venal, may be bought  
venial, excusable  
venous, pertaining to the veins  
Venus—ah!

avatar, incarnation  
atavism, throwback to more remote  
ancestor

osseous, bony  
osmosis, a term in Physics (nothing  
to do with "os," meaning bone)  
oscular, pertaining to mouth (nothing  
to do with either)

And look out for Dionysus, bootlegger god, and Dionysius, tyrant of Syracuse (Hugh Walpole, in a recent article, took a fall out of "Dionysius, god of the grape"); also Artemis, the virgin huntress, Artemas Ward, Continental general, Artemus Ward, humorist, and Artemas Ward, of our own ranks.

A group of popular misspellings: "rarified"; "concensus" (you get two shots at this word which is often pleonastically cumbered with "of opinion"; "exhilarate" (another two-shooter since the word is used occasionally instead of "accelerate"); and "busses." "Busses" is kisses, not omnibuses.

Why say "capitalize on"? A perfectly good transitive verb. Capitalize it—i. e., turn it into capital. Likewise, "approve" was transitive before the attentions of the preposition "of" made a philologically superfluous intransitive out of it.

"Between the three" continues to flourish; and there's another quaint use of "between." Example: "The packed stands broke into their college songs between every quarter of the game."

"Haphazardly" thrives, despite the fact that "haphazard" is the adverb as well as the adjective.

"Marquee" is a word which has had a strange evolution. It's here to stay, of course; but the right word is "marquise." What happened, plausibly enough, was that when the first marquise was built in America, the natives protested: "What do you call it? 'Marquise'?" Why, there's only *one*!"

While I'm throwing divots around, there's "Uneeda." I confess to gagging at "Eat Uneeda Graham Crackers." To those who were brought up on that imperious pun, its decay to a merely nominal condition will never be acceptable. Perhaps the current generation slides over the double meaning, but I can't. And I find

myself thinking, too, that N. B. Co. is something of an ingrate in this shabby treatment of the word that made them.

A recent advertisement declares, "Advertising technique has also made strides," where "also has" was meant. A quite different sense.

#### HOW DO YOU PRONOUNCE IT?

By way of oozing into the subject I laid down for myself, may I ask the manufacturers of Othine how they pronounce that word? Like "Manger" and "Linit," which I have already beefed about in print, "Othine" could be rendered several ways. Oh *thine* furthermore, Elinor Glyn would undoubtedly warble it; but Barnum's Fat Lady would never see it as anything but "Oh *thin*." Then there's *O-thine* ("th" as in "pith") and *O-thin* ("th" as in "with"). Also *Oathine*, *Oathin*, *Othin* (short "o"), *Otheen*, *Ot-hine*, *Ot-hin*, *Othinny*, *Otiné*—plenty. The point is, of course, how many people ask for something else that they can pronounce without fear of correction or of derision?

Similarly, while No-D-Ka, as a name for a tooth-paste, may read "No decay" to all readers I privately doubt it. For "ka" spells not "kay" but "kah" in virtually every language; and those Americans who spring from European roots would, I submit, pronounce it "kah" as would also many simon-pure Americans since there is no final long "a" in English, either. (Unless you except Iowa!) Thus shoppers might be dissuaded from asking for this product from ignorance both of its pronunciation, and as well—a much more serious flaw—of its sense.

Now here's my space about used up and nothing yet on my subject. In the briefest possible compass, then:

Rhythm in the advertisement, particularly in the headline, rhythm that not only makes reading easy, lures on and on, but transfers your message to the reader's mind perhaps for years—rhythm sells goods. Yes, rhythm

alone, not always backed by logic or performance; rhythm, lilt, catchiness have put over many a weak advertisement, shored up more than one tottering product. *Not* metrical prose, not verse in disguise; but words and sentences that sing none the less—even if the advertisement deals with a floor-covering. Magic carpet stuff—and the magic is in part the rhythm of the words and the sentence-structure. The point doesn't have to be labored. You grant it: you—we—are constantly striving for this effect. Even when we fall into the arms of an out-and-out couplet, like the headline Roy Dickinson recently quoted, *we don't mind much; for we know we'll get kissed by the sales curve anyhow*. Do you remember that lyrical headline? "When the Circus Comes to Town with a Flash of Red and Gold." Memory value there!

Very well, then. But rhythm isn't achieved, any more than is careful English, unless the writer is familiar with his tools—in this case, unless he knows how to *pronounce* correctly the words he uses. Many an otherwise lilting line has been spoiled by a word which the writer had evidently always accented on the wrong syllable. And this is a vital danger because so many words in quite common use are sloppily or ignorantly accented in the wrong place. Naturally, therefore, if your readers know where those stresses belong, they're going to bump the bumps over the sentence which you thought was a triumph of smoothness. In New York, particularly, there seems to be a malignant tendency to upset words, to give them the exactly opposite accent from that which dictionaries and well-informed people indorse. And, although in a written sentence or collection of sentences the difference is admittedly a subtle one, it may be nevertheless just the difference between a memorable rhythmical effect and a jolting forgettable one.

Obviously, this is an indictment that can't be supported conclusively by examples. For who's to

# THE RETAIL STORE

**S**ALES and advertising executives are prone to think of the retail store only as a link in distribution—as a customer only by virtue of its being able to resell the commodities it buys.

Yet the retail store is a consuming factor of the first magnitude and an important market in its own right. Its business of serving the public is an arduous one which calls for constant replenishment of equipment and supplies.

Few people realize the extent of the retail store's purchases. The opposite page lists a few of the many classes of supplies and equipment bought in quantity by the retailer market.

The retailer, too, is a large purchaser of insurance and other intangibles. Retail stores are money makers, with very considerable banking accounts and investments to place.

The men who direct retail businesses are vitally concerned with proper equipment and supplies, for the prosperity of the retail store depends upon its smooth, efficient functioning. If you would sell the retail store market, these men are the key to your problem. It will pay you to advertise in a publication which they read professionally.

You can reach this market  
through the

# RETAIL

The Saturday issue

The Saturday issue of Women's Wear Daily is known as Retailing. It is devoted to a consideration of the problems of retail management as a business science. Articles on finance, store arrangement, display, chain merchandising, delivery, and other phases of management and control command the close attention of major executives who read it as a professional paper in retail stores from Coast to Coast.

*The* **FAIRCHILD**  
8 EAST 13th STREET

# E AS A CONSUMER

Here are some of the commodities bought and used in quantity by retail stores:

**Service Supplies**—Wrapping paper, boxes, twine, crates, packing material and hardware, labels, shipping tags, drinking cups, towels, liquid soap, sales books, etc.

**Maintenance Supplies**—Paints and varnishes, lubricants, plumbing and heating supplies, electrical goods, flooring and floor coverings, building hardware, fuels, power, cleaning preparations, refrigerator and fumigating supplies.

**Promotion and Display Supplies**—Textiles, board, paints, lacquers, etc., printed material of all kinds literally by the ton.

**Office Equipment**—Typewriters, adding and accounting machines, bookkeeping equipment, dictating machines, manifolding and printing equipment, addressing installations, files, furniture.

**Store Equipment**—Show cases, display racks and fixtures, pneumatic equipment, telephones and other communications systems.

**Delivery Equipment**—Automatic conveyors, boxing equipment, automobiles and trucks.

**Storage Equipment**—Racks, bins, lockers, stock control systems.

**Maintenance Equipment**—Vacuum cleaning, scrubbing and waxing equipment, tools.

**Building Equipment**—Escalators, elevators, air purifying systems, heating systems, automatic sprinklers.

by reaching its key men  
pages of

# MAILING

of Women's Wear Daily

Net paid (A. B. C.) circulation 30,194; 14,608 or 48% in the retail field. Recent surveys show that these copies are read by 12,236 owners, partners or presidents, 3,162 other officers, 4,919 merchandise managers, 3,503 advertising managers, 2,598 general managers, 1,309 credit managers, 1,859 display men, 1,999 other managing executives, including controllers and delivery men and 23,875 buyers and sales persons.

# PUBLICATIONS

NEW YORK, N. Y.

# BASIC FACTS for the BUYER of SMALL TOWN MEDIA

- 1 GRIT is a small-town weekly with 77% of its readers living in towns of 5,000 and less population.
- 2 Prosperous readers—69% home owners, 69% automobile owners and 79% with money in the bank.
- 3 GRIT is an A.B.C. member. Net paid circulation for the six months period just ended averaged 390,644.
- 4 Its circulation is 90% home-delivered by GRIT'S own force of 15,000 boy agents.
- 5 GRIT costs more, to the reader, than any other small-town publication. \$2.60 per year delivered; \$2.00 per year by subscription.
- 6 GRIT is published in three editions—Complete National: 390,000 circulation in small towns throughout the country. Pennsylvania Edition: 131,000 circulation in small towns of Pennsylvania and southern New York. Williamsport Edition: 22,500 circulation in Williamsport, Penna.
- 7 Advertisers may adapt GRIT to their individual requirements by using the edition of GRIT that best fits.
- 8 GRIT will be a valuable addition to any small town advertising schedule.



IN SMALL TOWN AMERICA

Advertising Representatives — THE JOHN BUDD COMPANY

NEW YORK  
CHICAGO

ST. LOUIS  
ATLANTA

DALLAS  
PORTLAND

SAN FRANCISCO  
LOS ANGELES

say that the writer didn't deliberately inject the word that to your ear breaks the rhythm—being, perhaps, a militant foe of the suave and the fluent, in short, an apostle of the "sock." But I've encountered of late in advertisements so much jerky prose which sounds inadvertent that I've built up a little index from these findings. This consists of words that appear and reappear in phrases where rhythm falls down because, presumably, the writer is not accenting those particular words correctly—or, at any rate, as the majority of his literate readers will accent them.

I shan't have space enough to give any context or to defend these citations. Some will be questioned; and indeed, though I've followed the consensus of authorities, there's always encouragement for the exceptionist. But here, for what it's worth, is a partial list of rhythm-wreckers:

*Words erroneously  
accented on first syllable*

detail, noun and verb  
address, noun  
express, noun  
romance  
divan  
adult, noun and adj.  
Monroe; Detroit  
recess  
research  
entire  
refill, verb  
insane (Governor Al Smith has  
perpetrated it)  
contract, verb  
rebate, noun and verb  
finance, noun and verb  
digest, verb  
resource  
defect  
resale  
inquiry  
vagary  
idea  
precedence

*Words erroneously  
accented on second syllable*

extant  
Tribune  
decade  
locate  
ordeal  
permit, noun  
survey, noun  
harass (President Harding  
perpetrated it)  
perfume  
costume  
exquisite  
impious  
paladin  
pianist

Newfoundland  
incubus  
chivalrous  
palanquin  
importune  
formidable  
despicable  
comparable  
empyrean

Words that should be rendered as spondees (both syllables equal), although James Russell Lowell said there was only one genuine spondee in English, viz., "beef-steak." New York smacks these words on the first syllable:

ice-cream  
Broadway  
baseball  
week-end  
*et cetera*

I've even heard: *New York*.

"Cafeteria" (accent on "ter") disgraces its ancestry; and "apotheosis" would be spurned by any self-respecting god.

As a wind-up, scan this quotation that falls into metre indeed but is quite lovely until you reach the last word. If you pronounce that last word in the accepted way (as evidently the writer does not) you wreck the whole rhythmical effect. Don't you?

"Blue tigers stalking caravans  
of jade and purple flowers singing  
with perfume."

New Account for Wilson &  
Bristol

The Atomister Corporation, Rahway, N. J., manufacturer of electric pressure spraying machines for applying paints, lacquers, etc., has appointed Wilson & Bristol, Inc., New York advertising agency, to direct its advertising account. Magazines and business papers are being used.

J. F. Beale with Woodrow  
Press

J. Frank Beale has joined the staff of The Woodrow Press, Inc., New York, as an associate in creative printing. He has, for a number of years, been engaged in department store advertising and sales promotion work.

Milton Wise to Join John-  
ston-Ayres Company

Milton Wise, formerly advertising manager of the Owl Drug Company, San Francisco, will join the Johnston-Ayres Company, advertising agency of that city, as an account executive, effective October 1.

## An Explanation of the "Trees" Quotation

THE DAVEY TREE EXPERT CO., INC.  
KENT, OHIO

*Editor of PRINTERS' INK:*

We do not suppose you will be surprised to hear that your weekly has the life of a month at least, so we feel free, even at this late date, to write you about the article, "Syntax in Letters?" which appeared on page 61 of your issue of July 26.

Being particularly interested in trees, our attention has been captured by Mr. Doharr's misquotation of the last two lines of the late Joyce Kilmer's lovely poem, "Trees."

As it is our assumption that PRINTERS' INK is jealous of the accuracy of its pages, we believe you will be interested in having this error called to your attention.

Kilmer's poem has, in fact, been hailed by many literary critics as a masterpiece. His imagery is particularly appealing and, if Mr. Doharr will review the poem in its entirety, we are sure he will agree that his English is beyond reproach.

We agree with Mr. Doharr that letters should not be written without proper regard for syntax, but it hardly seems right to use the poem "Trees" as a horrible example when it really is so well done.

The last two lines of Kilmer's poem will, if correctly quoted, read:

"Poems are made by fools like me,  
But only God can make a tree."

THE DAVEY TREE EXPERT COMPANY,  
O. B. CROSSE,  
Assistant Sales Manager.

WE can assure the lamented Joyce Kilmer's public that the readers of PRINTERS' INK know and appreciate his splendid poetry. And this is no dogmatic assertion made on the general premises that our readers naturally, and as a matter of course, would not overlook outstanding literature of that kind. We have letters, plenty of them, to prove what we say. Similar to the foregoing communication from Mr. Crosser, they have come to us in a considerable number from friends, admirers and defenders (just as if he needed any defenders!) of Mr. Kilmer.

H. A. Doharr, in the article referred to by Mr. Crosser, was discussing the general proposition of syntax in letters. It was his contention, in effect, that a letter could be perfect grammatically and yet not convey the meaning the writer had in mind. To illustrate the point, he reproduced a couplet

from Mr. Kilmer's poem, "Trees," as it was written in a letter by a certain correspondent. The correspondent, instead of quoting the last two lines of the poem correctly (yes, Mr. Crosser, you have them right) gave them like this:

"Poems are made by fools like me,  
But God could only make a tree."

Mr. Doharr used this incident to show that a statement in a letter may be grammatical, but be so worded that it does not say what the writer means and cannot be understood that way.

Then, of one accord, Mr. Kilmer's adherents began writing in such numbers that we wondered if there were as many as one in the PRINTERS' INK audience who had not read "Trees." Naturally we are pleased, but not at all surprised, at this unmistakable evidence of erudition. But these numerous correspondents were of course wrong in concluding that Mr. Doharr was misquoting Mr. Kilmer. He was merely quoting another gentleman who had misquoted Mr. Kilmer. Perhaps he was not quite as clear in his reference and application as he might have been. If so, it adds strength to the main point he made in his article.

Meanwhile, if we owe anybody an apology, here it is. Our contributor did not misquote Mr. Kilmer; neither did we. Nevertheless the many letters from people who are his readers and ours make us feel almost as if we had been caught deliberately garbling the Iliad in print or penciling in a mustache and chin whiskers upon the Mona Lisa.

And to the possible one or two subscribers to PRINTERS' INK who have not read "Trees"—or at least who have not contributed their bit to this symposium—we have this to say: Read it. There is nothing like making a thing unanimous.

—[Ed. PRINTERS' INK.]

The number of inquiries answered by the investors' section of the New York Better Business Bureau totaled 3,382 for the three months ended July 31. The merchandise section handled 442 cases and the sales service reported 1,354 cases.

**W**HEN one newspaper has a city circulation in excess of the number of homes, families, public utility users, etc., in that city;

**A**ND when this newspaper so completely satisfies its readers that there is no other daily in that city;

**T**HAT newspaper must hold the confidence and interest of its readers and must be a profitable advertising medium.

## The Booth Newspapers

serve 8 of the principal cities in Michigan. In 6 markets they are the only dailies—in the other 2 they have circulation and lineage totals of several times that of the competing newspaper.

*Send for a 1928  
Edition of*

## THE MICHIGAN MARKET

It contains the full story of the  
Booth Newspaper Area



Grand Rapids Press

Flint Daily Journal

Saginaw Daily News

Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

J. A. KLEIN, *Eastern Representative*  
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*  
6 North Michigan Ave., Chicago

## THE BOOTH PUBLISHING CO.

*Central Office: 2500 Buhl Bldg., Detroit or any Newspaper listed.*

**METAL CALENDARS "BUILD" THE WHOLE YEAR 'ROUND**

Metal calendars don't go into the waste basket or on some obscure wall space. Calendars like the one illustrated and many others in the Grammes line get "preferred position" and are active indefinitely.

The Grammes staff of merchandisers and designers will gladly create a metal calendar for you or your business. There's no obligation involved.

**L. F. GRAMMES & SONS, INC.**  
ALLENTOWN, PA.

## Government Issues Call for Publisher Meeting

**A**N official call for a conference of periodical publishers to be held at the Waldorf-Astoria in New York at 10 A. M. on October 9 has been sent out by the Federal Trade Commission. This conference is being called for the purposes of bringing publishers of periodicals together so that "they may have an opportunity to participate in formulating some simple, workable, standard rules intended to complete the work already voluntarily and independently begun by the publishers to eliminate from this field of publicity all advertisements of a false and misleading nature."

Arrangements for the meeting to be held on October 9 were made at New York on June 28 at a conference of representatives of the Federal Trade Commission and a limited number of publishers. A report on that preliminary conference appeared in *PRINTERS' INK* of June 21.

The letter which has been sent out by the Federal Trade Commission officially asking attendance of publishers at the meeting in New York City on October 9 reads as follows:

"A trade practice conference for the publishers of periodicals, at which Honorable W. E. Humphrey, Chairman of the Federal Trade Commission, will preside, has been called to convene at the Waldorf-Astoria Hotel, New York City, October 9, 1928, at 10 A. M.

"The purpose, as previously announced in my letter to you dated May 4, 1928, is to give all concerned an opportunity to participate in formulating some simple, workable, standard rules intended to complete the work already voluntarily and independently begun by the publishers to eliminate from this field of publicity all advertisements of a false and misleading nature. In other words, as experts in their line, men actively engaged in this field are asked to assist in

the formation of rules designed to regulate this subject.

"Neither this invitation nor attendance or representation at the conference should be taken to mean that those addressed or represented have knowingly permitted the use of such advertising in their publications, or have aided or abetted advertisers in deception of the public or unfair methods of competition. Quite the contrary is generally true, as these conferences are usually urged and brought to a successful termination by those in the industry who are obeying the law and who wish not only to protect the industry but also the public, and the conference is in aid of the splendid work in this connection which many of the periodicals have themselves started.

"Some few inquiries received would indicate that a doubt has been created in the minds of a few to the effect that the Commission was attempting by means of this conference to extend its jurisdiction thereby increasing the liability of publishers. Suffice it to say that the jurisdiction of the Federal Trade Commission could be extended or increased by Act of Congress only."

This letter was dated September 24 and signed by M. Markham Flannery, who is director of trade practice conferences for the Federal Trade Commission.

### Death of Louis de B. Gardiner

Louis de Barth Gardiner, vice-president and sales manager of the Corticelli Silk Company, New York, died at Mount Vernon, N. Y., on September 22. He had been with the Corticelli company for thirty-five years, starting with that company's Baltimore branch. Later he was made manager of the Philadelphia office and, in 1913, was transferred to New York headquarters, where he was placed in charge of sales. At the time of his death he was fifty-four years of age.

### Chicago Typographic Society to Meet Weekly

The Chicago Society of Typographic Arts has established a program of regular weekly round-table luncheon meetings. To facilitate the exchange of ideas on typographic subjects, the members plan to bring to each luncheon and offer, for discussion any interesting specimens of printing that have come to their attention.

## Sherman & Lebair, Inc., to Dissolve

Sherman & Lebair, Inc., New York advertising agency, will be dissolved on October 1. Both Mr. Sherman and Mr. Lebair will continue in the advertising agency business. Mr. Sherman will head his own advertising agency, to be known as the George C. Sherman Company, Inc., while Mr. Lebair becomes vice-president and a director of The Paul Cornell Company, Inc., advertising agency, also of New York.

The executives in the new George C. Sherman Company, Inc., will be, in addition to Mr. Sherman, Francis DeWitt, A. Raymond Hopper, Raymond F. Devine, Arthur G. Montagne and Joseph Burlando.

Mr. Sherman established the advertising business of Sherman & Bryan twenty-five years ago. Fifteen years ago the name of the business became Sherman & Lebair, Inc.

## Plan Campaign on Water-marked Wrapping Paper

The Pacific Northwest Paper Mills, Portland, Oreg., are planning an advertising campaign on Ad-wrap, a patented water-marked process wrapping paper. The Botsford-Constantine Company, Pacific Coast advertising agency, has been appointed to direct this campaign.

## L. R. Fountain with "The Architectural Forum"

Lester R. Fountain, formerly sales manager of The Craftex Company, Boston, and more recently district sales manager of the Bonded Floors Company, Inc., Philadelphia, has joined *The Architectural Forum*, New York.

## H. T. Waller with Geyer Agency

H. T. Waller, formerly manager of the Dayton, Ohio, branch of the General Outdoor Advertising Company, has joined the outdoor advertising department of The Geyer Company, advertising agency of that city.

## J. B. Breunig Joins Homer McKee Agency

John B. Breunig, formerly in the art department of the Thos. E. Basham Company, Inc., Louisville, Ky., has joined the art staff of The Homer McKee Company, Inc., Indianapolis, Ind., advertising agency.

## Paul Hartley with Percival K. Frowert

Paul Hartley, formerly an account executive with George Batten Company, Inc., has joined the staff of the Percival K. Frowert Company, Inc., New York advertising agency.

## When You Want Vital Information Quickly

E. I. DU PONT DE NEMOURS & COMPANY  
(FABRIKOID DIVISION)  
NEWBURGH, N. Y.

*Editor of PRINTERS' INK:*

We are very much obliged to you for your courtesy in sending us articles on bankers and advertising appropriations.

We have found the material in these articles very helpful here and cannot fully express our appreciation of the fine service which your publication renders. If it were not for *PRINTERS' INK* where would we all be when we wanted vital information quickly?

R. A. APPLEGATE,  
*Advertising Manager—*  
*Fabrikoid and Fontine.*

## To Publish "Agricultural Advertising"

*Agricultural Advertising* is the name of a new monthly publication to be devoted to problems of reaching markets in towns of five thousand and under, which will start publication the latter part of December. It will be published by the Wilson Publishing Company, Rochester, N. Y.

## D. E. Forker with Union Oil Company

Donald E. Forker has been made district relations manager of the Union Oil Company of California, Los Angeles. He was recently with Lord & Thomas and Logan, at that city, and at one time was a partner in the former Hammel-Sutphen & Forker advertising agency.

## W. M. Metten Advanced by Asheville, N. C., "Citizen"

W. Murray Metten, who has been with the advertising department of the Asheville, N. C., *Citizen* for the last two years, has been made director of national advertising. He succeeds George Little who has joined the Home Economics Bureau at New York.

## Airplane Account to Gardner Agency

The Curtiss-Robertson Airplane Manufacturing Company, St. Louis, manufacturer of the "Curtiss-Robin," a three-place cabin monoplane, has appointed the Gardner Advertising Company, Inc., St. Louis advertising agency, to direct its advertising account.

## Appoints James Houlihan Agency

The Nenzel Manufacturing Company maker of Nenzelite, an emergency flashlight, has appointed the Los Angeles office of James Houlihan, Inc., advertising agency, to direct a newspaper advertising campaign.

# The Press-Scimitar LEADS All Memphis Newspapers In VOLUME of Advertising

**The Press-Scimitar**  
LED in the Following  
Standard Classifica-  
tions of Advertising

(Six-day figures fur-  
nished by Lake-Dun-  
ham-Spivey Agency for  
all Memphis news-  
papers.)

LOCAL—Department Store, Amusement, Automobile Accessories, Building Material, Drugs and Toilet Accessories, Financial and Bank, Furniture, Jewellery and Optical, Musical, Shoes, Women's Wear and total local display.

NATIONAL—Automobile Accessories, Building Material, Drugs and Toilet Accessories, Foods, Beverages and Confections, Medical and Tobacco.

THE PRESS-SCIMITAR'S total advertising volume for THE FIRST EIGHT MONTHS of 1928 exceeds that of Memphis' second newspaper (Morning Commercial Appeal) by 325,213 lines, the third newspaper (Evening Appeal), by 1,487,108 lines.

Advertisers who want to determine which newspaper in Memphis is most productive should compare the VOLUME of advertising published by each newspaper. The selling power of a newspaper is indicated by the amount of space advertisers place in it.

IN 1928, AS IN 1927, THE SWING TO THE  
PRESS-SCIMITAR CONTINUES

**Total Paid Circulation 93,710**

As of the A. B. C. Publisher's Statement  
of March 31, 1928



# MEMPHIS PRESS-SCIMITAR

*A Scripps-Howard Newspaper*

Scripps-Howard Newspapers—National Advertising Department  
250 Park Ave., New York; 300 S. Broad St., Philadelphia;  
400 N. Michigan Ave., Chicago; Detroit, Atlanta, San  
Francisco, Los Angeles, Portland, Seattle, Dallas



# Newspaper Speed with Process Accuracy

Agency executives . . . production men . . . advertising managers . . . here's something worth knowing. That there's a plant in Chicago where pattern plates, mats and stereos are produced with process plate accuracy at newspaper speed. Manufactured, packed in special containers and dispatched before the day is done. Expert craftsmen . . . up to the minute equipment . . . Night and Day service in our Mat and Stereotype Departments. Day service in our Electrotyping Department. Complete . . . all on one floor . . . one management . . . undivided responsibility . . . absolute accuracy. You need not take a chance with your schedules when we do your work.

Phone WABash 8840 all departments

## Century Electrotype Company

MATRICES · STEREOTYPES  
ELECTROTYPE · LEAD MOLDS  
NICKELTYPES

547 South Clark Street, Chicago, Illinois

{ Our 1928 Collegiate Football Schedule is now  
ready for distribution. How many can you use? }

## The Tax on Advertising Material Shipped to Canada

AMITY LEATHER PRODUCTS CO.  
WEST BEND, WIS.

*Editor of PRINTERS' INK:*

Can you give us any information on the handling of advertising matter for the Canadian trade?

We understand that there is a duty on advertising matter such as literature and window displays shipped in bulk to a Canadian jobber or distributor. Is there any way of getting around this duty charge? Is the duty also charged on packages containing only one window display, or a small package of literature for a single dealer?

If you have any information as to how other manufacturers handle advertising matter for their Canadian trade, it will be heartily appreciated.

AMITY LEATHER PRODUCTS CO.,  
S. M. HETLAND.

**T**HREE is a duty on advertising matter shipped to Canadian distributors. Quoting Tariff Item 178 of the Canadian Customs Tariff we find:

Advertising and printed matter, viz.—advertising pamphlets, advertising show cards, illustrated advertising periodicals; price books, catalogues and price lists; advertising almanacs and calendars; patent medicine or other advertising circulars, fly sheets or pamphlets; advertising chromos, chromo-types, oleographs or like work produced by any process other than hand painting or drawing, and having any advertisement or advertising matter printed, lithographed or stamped thereon, or attached thereto, including advertising bills, folders and posters, or other similar artistic work, lithographed, printed or stamped on paper or cardboard for business or advertisement purposes, (not otherwise provided for) 15¢ per pound.

There is another law that affects the shipment of advertising material to Canada. Each piece must be marked "Printed in the U. S. A."—[Ed. PRINTERS' INK.]

**A. W. Sherer, Vice-President,  
Lord & Thomas and Logan**

Albert W. Sherer has been elected executive vice-president and a director of Lord & Thomas and Logan, advertising agency. He will become co-manager, with Ralph W. Sollitt, of the Chicago office of that agency.

Mr. Sherer, for the last four years, has been Western manager of the Curtis Publishing Company, with which he has been associated for thirteen years. Previously he was with the Chicago office of the Crowell Publishing Company.

## Insurance Advertisers to Meet at Washington

The sixth annual convention of the Insurance Advertising Conference will be held at Washington, D. C., from September 30 to October 3. The program, in part, follows:

*September 30, evening:* Special Get-Together dinner and social evening at the Washington Hotel.

*October 1, morning:* Leader, Clifford Elvins, Imperial Life Insurance Company, Toronto; George E. Crosby, who will present the keynote of the convention, "Telling and Selling, (a) The Agent, (b) The Public"; W. L. Barnhart, National Surety Company, "The Most Interesting Subject in the World"; Judge O. B. Ryon, National Board of Fire Underwriters; Roger B. Hull, National Association of Life Underwriters, "The New Industrial Citizenship."

*Noon:* Leader, Luther B. Little, Metropolitan Life Insurance Company; Merle Thorpe, *The Nation's Business*, "What the United States Chamber of Commerce Has Done, Is Now Doing and Has Yet to Do for Insurance."

*Afternoon:* Sessions of the casualty, fire and life groups, programs yet to be announced.

*October 2, morning:* Leader, John Hall Woods, Great Northern Life Insurance Company; James E. Kavanagh, Metropolitan Life Insurance Company, "Indirect Advertising for Direct Returns"; Henry E. Niles, Life Insurance Sales Research Bureau, "Public Education"; A. Wilber Nelson, *New York America*, a paper by Arthur Brisbane on "Insurance and the Newspapers"; J. A. Wright, General Outdoor Advertising Company, "Outdoor Advertising."

*Noon:* Leader, John W. Longnecker, Hartford Fire Insurance Company; Edward L. Taylor, The Century Indemnity Company of the Aetna Fire Group, "Claim Service as a Factor in Public Relations."

*Afternoon:* Group sessions the same as on October 1.

*Evening:* Banquet and play, after which David Lawrence of *The United States Daily* will speak. Clifford Elvins will preside.

*October 3, morning:* Annual business meeting and election of officers.

## Plan Advertising Campaign on Evergreen Trees

Malmo & Company, Seattle, nurserymen and landscape artists, have appointed Claude Arnold, Seattle, advertising, to direct an advertising campaign on their Puget Sound ornamental evergreen trees.

## Wiremold Company Appoints Chambers Agency

The Wiremold Company, Hartford, Conn., manufacturer of Wiremold wiring equipment, has appointed The Chambers Agency, Inc., New York, to direct its advertising account.

# Let the Advertiser Beware!

If Advertising Begins to Get Discredited, Then the Louder the Shouting, the Less It Will Be Believed

By Howard W. Dickinson

[EDITORIAL NOTE: This is the fifth and final article in a series by Mr. Dickinson, who was, until a year ago, vice-president of George Batten Company. The first article, "Four Advertising Flivvers," appeared in the August 30 issue of *PRINTERS' INK* and was followed in subsequent issues by "Getting a Start as an Advertising Agency Executive," "The Investment Value of Advertising" and "Confessions of an Advertising Club Speech Maker."]

HERE are many cases where the so-called "top market" pays an extra price for adornment of package or for a complimentary insinuation of "smartness" in themselves. The actual facts are available to everyone. When two products are in the open market anyone can make a very inexpensive test of quality, quantity, and price. You cannot possibly deceive anyone who seriously wants to know these things, but advertising and the appearance of a package can help to build preference for one or the other.

The appeal of snobbery does not constitute a real grievance against advertising. Rather may it be a grievance against the people who are so foolish as to spend their money for snobbery. There are many climbers and they like to buy even gregarious distinction. Personal distinction is a commodity that many will pay high for. A rich and generous husband will buy social position for his wife by financing a person of social prominence and in return having his wife entertain her as a house guest. It may be a fair and amiable trade. Lesser ones enjoy using the same tooth-paste or face cream which a duchess is reported to use. Nobody suffers very much from these things except the good repute of advertising and of newspaper publicity when these things are overdone and falsehood is told or implied.

The public is not fooled much beyond the point where it wants to be fooled. We are a very tol-

erant public. We stand a lot of abuse. The shouting reformer who lives on public grievances has to shout a little louder each year than he did the year before to earn his bread and butter. Of course over-toleration encourages abuse, and though it may take us a long time to do anything about it, we really don't like to be lied to by merchants and manufacturers, particularly when it is not necessary.

We have all seen some very beautiful and very impressive advertising of toilet preparations, bearing the pictures and signed testimonials of social celebrities. Undoubtedly these are good preparations and worthy of a large sale. But these testimonials are bought and sold. There is a market for them and prices vary. Sometimes very high prices are paid.

Now this is bunk. Worse than that, it is awful bunk. We all love a modest amount of bunk, but if we are even slightly affected with good taste we don't want it in shovelfuls.

And here is the worst thing I know about the advertising business right now. If this kind of stuff comes from the low-grade and low-powered agencies, the little insignificant fellows, they get it by imitation. The originators and pushers of this kind of advertising are some of the largest, most respected, most envied firms in the business.

Why do they do it? Because they talk to the public and the public has seemed to like it.

## WHO IS RESPONSIBLE?

The responsibility for it all lies between advertising agents, publishers and the advertisers themselves, with the attitude of the public egging them on. The advertiser may say: "My business is highly competitive and I cannot

sell my face cream in this way unless it is a good cream. I am only using these testimonials from society leaders to make a vivid impression. The public has so many things demanding attention that I am obliged to shout to it."

These are pretty big contracts, some of them sponsored by advertising agents who place millions of dollars with the publishers.

In my opinion this practice has been doing great injury to advertising, because advertising must be believed if those who invest in it are to profit by it to the fullest extent. The exaggerations or falsehoods of prominent advertisers, unchecked by the publishers who permit such statements in their columns, not only invite others to follow with the same kind of profitable deceipts, but are bound to weaken the effect of those advertisements which cling to the literal truth.

Why do so many of the larger publishers carry such advertising? Most any magazine publisher will say: "The Curtis Publishing Company is pretty particular. I guess I'd be foolish to turn down anything that runs in the *Ladies' Home Journal*."

Business is not concerned about moral laws except as their violation injures business. Industries are trying hard to be good, but every once in a while some business man finds a way to harvest a little more of a crop than the natural increment of his sowing has entitled him to.

Business will always be somewhat of a battle, but such a battle must have rules of civilized warfare. Poison gas must be barred. There should not be room in the same periodicals for straight truth and false implication. The public will decide which it wants.

Any particular kind of snob appeal gets very tiresome after a while and we get together and chuck it out. I am inclined to think that any great agency which lets itself specialize on such junk is acting rather stupidly even though it is one of the greatest agencies and even though this fool policy brings in great profits for a while. Certainly there is a con-

fession in it all that the agency does not have confidence in its ability to handle straight truth in a brilliant and effective way.

Advertising men must pay more attention to the actual personal needs of the consumer, to income and economic needs as well as their whims and their vanities, and persuade their clients to do the same. We have been hitting people with vanity appeals for quite a while now and false economics can go only so far, before the backwash begins.

Sometimes the reader of advertising today is deliberately lied to. Sometimes he is lied to by suggestion. Great value is suggested to him in things which actually are valueless to him.

When the average reader of advertisements stops believing in the truth of advertisements, the advertising business will be in a bad way. When he begins to lose faith in the honest truth of advertisements, the power of advertising to sell goods will begin to wane. If that time ever comes, it will probably be such a time as now, when the volume of advertising is at its greatest and still increasing.

To the advertiser it is a very important question whether or not the buyer must beware. If the buyer must beware, then the advertiser must himself beware.

#### THE PUBLIC IS PRETTY SHREWD

If the buyer must beware, he will learn it soon. We Americans often look like awful fools to ourselves as well as to the rest of the world, but our public has proved again and again that it is a pretty shrewd and intelligent organism with constantly rebounding ability to amend its own follies and blind faiths and ultimately come to sound judgments and reasonable opinions.

Just as soon as the public begins to notice that it is getting an overdose of bunk, that right opposite the page where an honest manufacturer is telling the plain truth about his product another page is flaunting the great and undying affection of some celebrity for a product which he had hardly

heard of by name until the advertiser bought his name to use in the advertisement, then let the advertiser beware because the flood picks up both the saint and the sinner as it sweeps down the valley.

When it is assumed that one advertiser is a liar, then it is apt to be assumed that the publisher is willing to sell his space to men who stretch or muzzle the truth.

Make the people demand proofs instead of buying on faith or enthusiasm and they won't buy so much. Fewer wheels will turn and fewer people will have jobs and spendable income from jobs. Faith and credit are responsible for volume and profit in business. The general public has a deep concern in this matter.

There is no substitute for advertising which can do the same things either so economically or extensively. If advertising begins to be discredited, then the louder the shout, the less it will be believed.

Only a comparatively small portion of the buying public is interested in the profits made by the manufacturer. Most everyone, however, is interested, or can be made to be interested in the price of the goods he purchases and the relation of that price to the quality of the goods.

#### THE BETTER PRODUCT CAN WIN

In the long run, the man with the better product at the right price can win over his opponent's snob appeal if he will put equal power into a sound and true appeal, no matter how it may seem for a little while.

When the truthful advertiser lets a competitor beat him through a false or snobbish appeal it is almost always because the competitor puts more power and drive into his promotion. The snobbish advertiser is encouraged by an easy take-off. The snobs respond quickly and that encourages him to go into big advertising, which of course is very effective.

"Be honest in your statement" is the command of a natural law of industry. "Use great speed to get great power" is another.

Often an unscrupulous man has won temporary success by the second law alone. Unite the two and the combination is unbeatable in the long run.

The House of Tiffany has been protecting and promoting its own high position for many years with never a falsehood nor a misrepresentation.

Years ago, our periodicals were full of the advertising of quack nostrums, consumption cures, cures for everything. Federal investigation and The Pure Food and Drug Act put a stop to many of those nostrums. The movement for honest advertising carried on by the vigilance committees, helped the work along. Are these vigilance committees losing their vigilance? Or are they hypnotized by good clothes and respectable standing? I suspect it is the latter and that is perhaps a natural result of committee supervision of ethical practice. The beggars seem to be coming back dressed in velvet gowns.

The "honest" publications once went very shy on proprietary medicine advertising. Today, they exploit many cures and preventives, but the word "medicine" is not so often used. Cure is implied, without so much use of a word with such a kick-back. The old-fashioned consumption cures and so on were at least honestly clad in rags and jags, and got honestly kicked out of polite society as they should have been.

Snobbery is false perspective and so is injurious. It is as common as trousers and as dangerous as leprosy.

Everybody knows it is so. A decent man detests that snobbery in himself which he recognizes in his rare moments of clear vision.

The advertising agency would have none of it if it did not appeal to the advertiser as a profitable thing for him to use.

Putting good taste on its merited pedestal, learning artistic personal adornment, fostering social grace, building for real elegance and appreciation of cultured life—these are not snobbery.

The man who buys an Ampico or a Duo Art and learns to appre-



Cresskill, N. J., September 10, 1928

BOYS' LIFE,  
2 Park Avenue, New York, N. Y.

Gentlemen: There is no doubt that the Boy Scouts play an important part in the lives of the younger generation.

This has been especially noticeable to me as my son is a member of a scout troop. He is actively interested in Scouting and is a keen reader of BOYS' LIFE. In fact it is apparent that many of his purchases have been influenced through reading the advertising pages of this magazine.

Naturally I feel very friendly towards the Scout Movement as it stimulates boys and helps them to work out their own problems.

Very truly yours,

(Signed) W. COCKETT.

ALL boys have a desire to play some musical instrument. These young men know that they must start now if they are to become members of a high school or Scout band. It is characteristic of them to want only instruments and other products that they know to be dependable. This, in conjunction with a surprisingly high purchasing power makes them a market well worth cultivating.

BOYS' LIFE readers will in just a few years be the core of American life. In any community they represent better than average homes, following their own desires and making their own purchases. They look to BOYS' LIFE as a source of safe suggestion and endorsement.

## BOYS' LIFE

Boston

New York

Chicago

Los Angeles

## ANNOUNCING

the organization of

BATTEN, BARTON,  
DURSTINE & OSBORN, Inc.*combining*

George Batten Company, Inc.

*and*

Barton, Durstine &amp; Osborn, Inc.

---

EFFECTIVE SEPTEMBER 15, 1928

THIS consolidation brings into one enlarged agency two groups of people holding the same standards of agency ethics and efficiency.

It produces a strong unified company to meet the rapidly expanding and constantly changing developments in advertising and in industry.

The same standards and policies which have characterized George Batten Company, Inc., and Barton, Durstine & Osborn, Inc., will govern the activities of the new corporation in its relation with clients, publishers and competitors.

The clients of the agency will continue to be served by the executives who have been associated with them in their advertising through the former organizations.

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OFFICES: NEW YORK, 383 Madison Avenue

CHICAGO, McCormick Building BUFFALO, 220 Delaware Avenue

BOSTON, 10 State Street and 30 Newbury Street

ciate and love the library of music he can have with it really owns it. The man who simply buys it as an appendage to his growing possessions and local notoriety does not own it at all, because there is nothing in the thing of itself, even such a wonderful thing as a reproducing piano. Its whole splendid value lies in what it can do for the one who can take its sweetness—only he can own it. Snob appeal would be disastrous to Ampico and Duo Art, which have much more nearly the right to use it than most of those who do.

Let us indulge in a fantastic dream.

If on a given day every advertiser who employs an agency should go to his agent and say, "From now on no advertisement shall go out over the name of my firm which contains any statement that is not absolutely honest and true in spirit and form. Furthermore, no statement shall go out which by implication may suggest that my article will do more than it can be proved it normally does. You, my agent, will please understand that exaggeration, direct or in any way implied, is offensive to me and will not be tolerated.

"Furthermore, please understand that I want my appeal to be as strong as you can honestly make it to those who either are logically my customers or can logically and sensibly be educated to become so, and to such alone. I do not propose to lie about my goods but I do propose to cry my wares. It is not high ethics which demands such an attitude. Self-preservation demands it!"

What would happen? The agency would give itself a celebration. The copy man would probably get gloriously drunk. The titled and wealthy would have to finance their own charities.

The publisher would have a celebration of his own and to the public would be restored its right to believe advertisements, a right which it had only a few years ago.

Many advertisers have a code of exact truth and always will have. They have waxed large and strong on it. They have maintained the

good name of advertising in maintaining their own good names. Some others think they have, but haven't.

I have in mind an advertising agent whose outstanding characteristics are absolute literal honesty and good practical sense. His business is not as large as some. I believe it would be impossible for him to permit any piece of copy to leave his house which might say or suggest a falsity or exaggeration.

He has quite a stake in this matter of snob appeal. He couldn't make a snob appeal to save his soul. He protests against it. He sees competitors working along this line and building up bigger billings than he has, and he is shrewd enough to see how they do it. To him it is unfair competition.

I have in mind an advertiser who makes as fine a product of its kind as he knows how to make and is absolutely stubborn in his determination that not one word of exaggeration shall ever be said about it in his name. He is getting a bit sore about the way a competitor seems to be getting away with exaggerated statement and implied untruths. What are those two going to do about it? They can do much if they will, because they represent the majority of advertisers.

Advertising is going to last forever, not because advertising men are proud of themselves and their occupation, but because Advertising is the Voice of Progressive Business. That truth is essentially eternal, or as near eternal as Progressive Business itself can be.

Some sort of message is essential that Progressive Business may tell what it is doing, otherwise it cannot be progressive. The forms of advertising may change to fit conditions as conditions may change both in the story which business has to tell and in the manner in which the ear of the public likes to have that essential message sounded.

If brilliant inventive genius is needed in Progressive Business it is equally needed in the formulation of its message.





# ARTGRAVURE



*A Lesson  
in thrift*



Financial institution m  
effectively get across less  
of investment anme o  
universal languag h all

ARTGRAVURE pic  
ing which doe just

Its softness, its tones  
fidelity make it for a



stitution most quickly and most  
at acr lessons of thrift, of saving,  
t and me ownership by using the  
guagh all can read . . . Pictures.

URE pictorial process of print-  
doe justice to any picture.

ts mones and its photographic  
e it for all direct-mail pieces.



Quality

which delights you when  
the job is delivered demands ex-  
actions, knowledge, experience and  
imagination peculiar to gravure printing.  
You can be mentally at ease, however, when  
you entrust the job to ARTGRAVURE,  
because your work is in the hands  
of a staff unequalled anywhere  
for experience with and  
knowledge of this  
process.

ARTGRAVURE CORPORATION

CHICAGO  
BOSTON

*General Offices:*  
406 WEST 31<sup>ST</sup> STREET, NEW YORK

PHILADELPHIA  
CLEVELAND

N  
A  
D



# Advertising Acceleration

How Fast Should It Be?

By Henry Lee Staples

President, Staples & Staples, Inc.

**I**N the recent article, "Advertising Will Increase Profits, If—,"\* Mr. Place submits an interesting theorem which I have never heard discussed—one that I shall term "Advertising Acceleration." How fast should it be?

The correct s.i.p.y. (sales increase per year) might be better determined by many businesses if the manufacturer, the credit manager of his bank, his consulting engineer and his advertising agent were to sit around a table at regular intervals and map out the company policy.

The rate and periods of acceleration would depend largely upon the forms of manufacturing, i. e.:

- Job
- Repetitive
- Continuous process

Job manufacture concerns itself mainly with the securing and filling of special orders. For example, building machinery to order, such as grinders, elevators, conveyors, etc., usually working only a day shift.

Repetitive process may be illustrated by a shoe manufacturer, for example. Workers stationed at individual machines doing the same thing day after day. Usually working only a day shift.

Continuous process, on the other hand, is illustrated by mills, usually large units very expensive to purchase, which in many cases must operate on three eight-hour shifts month in and month out in order to show a profit.

Let us consider for a moment how sales acceleration affects these three major types of business.

A contractor, for example, is in a way, in a job manufacturing business. His principal investment is usually labor. True, he must re-

tain his executive personnel as long as it is humanly possible to do so. It is not wise to let a temporary depression in business cause him to set adrift men of valued experience. But a depression in business can be readily accommodated by an adequate cut in the pay-roll.

If great expansion comes, this expansion is largely reflected in increased labor rather than in machinery and expensive men.

The rate of business acceleration in this case may be rapid without serious consequences to him or his contemporaries. Men can be hired and fired, but machinery cannot.

Where advertising can be used to accelerate such types of business it is not difficult to keep advertising growth "perfectly in time."

Consider for a moment repetitive manufacture. In some lines a greatly increased influx of orders may mean simply the hiring of additional labor; often the purchase of additional machines, but these machines are frequently small units and not so costly as the large units demanded in many lines of continuous-process manufacture. To be profitable, they do not have to be operated on a twenty-four-hour working schedule.

Occasionally the plant must be enlarged and an expensive equipment purchased. But this is not always true.

In such an instance, business may be accelerated by advertising but not until after a careful estimate of the cost of the outlay and the probabilities of its continuous employment.

In continuous-process manufacture, however, we come to a more difficult and more dangerous problem of expansion.

Let us take a mill which already has two units. The cost, let us say, of each unit is \$1,000,000 for the mill alone. Each mill produces \$2,000,000 worth of material a

\*By Louis V. Place, vice-president, The W. J. McCahan Sugar Refining & Molasses Co. Page 104 of PRINTERS' INK for August 30, 1928.

year. Thus, we have a plant with sales of \$4,000,000 annually and a \$2,000,000 investment.

They are running, as all well-operated mills should, at pretty close to maximum capacity. But they start a well-executed advertising campaign and soon demand exceeds their production.

If they cannot give prompt delivery they are apt to lose valuable trade connections, yet, can they afford to expand? They realize that no amount of selling effort can increase sales \$2,000,000 in one year in the thin market to which they cater.

They are faced with the problem of unproductive time and still feel that they cannot afford not to grow.

The credit man points out the danger of over-expansion. Then the engineer points out that while they may not be able to sell \$2,000,000 worth of merchandise in their present market, the machinery is perfectly adapted for making other products. So the plant is installed, and an even more aggressive advertising and sales policy is adopted.

In spite of this, they are able to increase their sales only a half-million dollars the following year on their usual product. The plant must not remain idle 50 per cent of the time, so they proceed to make an emergency product and to compete with manufacturers of slightly different commodities with whom they have never competed before.

They are compelled to sell this new and comparatively unknown product at cost, sometimes below cost, but it keeps the wheels turning.

It is only a temporary makeshift—an expedient. They would gladly devote their entire capacity to making their own specialty, but until the orders catch up with the factory's propensity for production, they become a disturbing factor in the allied trade which they invade.

What the mill needs under such conditions is to originate some new product on which it will have almost a monopoly so that a profit

will be made upon 100 per cent of the product instead of upon only 50 per cent.

In a case which came to my attention, a mill did exactly this thing. It found a need existed for a new product—perfected it—advertised it. The product absorbed profitably most of the hitherto unprofitable excess capacity. There is still a small volume of not especially profitable production which can be discontinued on short notice, but this is a safety-valve to take care of business peaks.

If the mill approaches the same condition again, shall it further increase the plant? Ah! That is where those manufacturers with imagination sitting around the table with the credit man, the advertising man and the engineer, must frame the answer.

#### F. S. Littlejohn, Advertising Manager, "The Spur"

Frank S. Littlejohn has been appointed advertising manager of *The Spur*, New York. He was, for eleven years, with *Harper's Bazaar* in a similar capacity and also as Eastern advertising manager. Later, for three years, he was manager of sales and sales promotion of the Gera Mills, Passaic, N. J. More recently, he has been with the advertising staff of *The New Yorker*.

#### Stanley Works Appoint Larchar-Horton

The Stanley Works, New Britain, Conn., Stanley hardware and carpenters' tools, have appointed the Larchar-Horton Company, Providence, R. I., advertising agency, to direct their advertising account. This appointment is effective January 1, 1929.

#### C. V. Starrett with Pittsburgh University "Record"

C. V. Starrett, formerly an account executive with Ketchum, MacLeod & Grove, Inc., Pittsburgh advertising agency, is now editor of *The University of Pittsburgh Record*.

#### New Account for Behel and Harvey

Behel and Harvey, Inc., Chicago advertising agency, has been appointed to direct the advertising account of the Chicago Faucet Company, of that city, manufacturer of plumbers' brass goods.



**“How I wonder  
What you are”**

Circulation—guiding star of any magazine's importance. How many times buyers of space wonder what you *really* are.

Never in the case of Child Life, however—*100% defined*:

200,000; 35c a copy; to *families*—with children. All with incomes far higher than the average and the highest standards of living.

*That's why* more and more advertisers of prominence are using Child Life... *regularly*.

Fels-Naptha, Royal

Baking Powder, Quaker Oats, for example. Cream of Wheat, Jell-O, Wheatena, Horlick's Malted Milk, Santa Fe, Northern Pacific Railway, Add-a-pearl, Keds, Binney & Smith and many others.

Bring Child Life closer through the telescope of facts. For many products it reaches a *better* market at *lower* cost than any other magazine.

Complete information from your agency. Or write to Child Life direct, 536 S. Clark Street, Chicago.

★ ★ ★

# CHILD LIFE

RAND McNALLY & COMPANY  
Publishers

## Constructive College Education

BROWN UNIVERSITY

PROVIDENCE, R. I., SEPT. 21, 1928.

*Editor of PRINTERS' INK:*

The article in PRINTERS' INK entitled "Leaders or Just Scholars?" is perfectly right in saying that the world needs college graduates who can do something more than pass examinations and show how much they remember from the books they have studied.

It should be pointed out, however, that we in the college world are teaching much more by project method today than by mere lectures and the use of textbooks. We are teaching our students not only in engineering, but in chemistry, biology and economics and many other departments of study, to do things as well as to remember things, to construct as well as to recall. I believe this general change in the educational world is already producing college graduates who have the ambition to achieve large results after they pass out of the college gates.

W. H. P. FAUNCE,  
*President.*

## H. B. Todd Joins "Magazine of Wall Street"

H. B. Todd, recently advertising manager of the *Mid-Week Pictorial*, New York, has joined the advertising staff of the *Magazine of Wall Street*. He was at one time with *Iron Age*.

## Chamber of Commerce Secre- taries to Hold Foreign Session

A session devoted exclusively to foreign trade will be held by the National Association of Commercial Organization Secretaries at its fourteenth convention at Nashville, Tenn., from October 21 to 24. The session will be held on October 22, under the chairmanship of O. K. Davis, secretary of the National Foreign Trade Council.

Among those who will address the session are: Arthur J. Farmer, foreign trade secretary of the Portland, Oreg., Chamber of Commerce; W. J. Mahoney, foreign trade secretary of the Merchants Association of New York City; Prentice L. Terry, district manager of the Bureau of Foreign and Domestic Commerce, Louisville, Ky., and E. L. Bacher, manager of the foreign department, United States Chamber of Commerce.

## F. D. Throop Heads Iowa Dailies

Frank D. Throop, publisher of the Davenport, Iowa, *Democrat and Leader*, was elected president of the Iowa Daily Press Association at a recent meeting. He succeeds John F. D. Ané, who, as previously reported, has sold the Burlington, *Hawk-Eye* to assume the management of a syndicate of California newspapers.



"Details make perfection . . . but perfection is no detail." The study of markets, the creation of layout and copy, the buying of illustration, engraving and type are details of this business. Yet we regard each of prime importance to the end toward which we strive: Increasing the sales of our clients through the medium of the printed page.

## THE MANTERNACH COMPANY *Advertising*

The Manternach Building - 55 Allyn Street

HARTFORD, CONNECTICUT

*The Choice of Philadelphia's*  
**DEPARTMENT STORES—**  
**The Philadelphia Inquirer**

NATIONAL advertisers would do well to follow the lead of local Department Stores in their choice of mediums. Department Stores are on the ground, have been doing business for many years in all lines and MUST get quick results from their advertising. Their appeal is to both the "mass" and "class" market.

For the first eight months of 1928, as for years past, Department Stores in Philadelphia have placed the bulk of their advertising in The Philadelphia Inquirer.

*Here Are the Actual Figures:*

<b>Inquirer</b> . . . . .	<b>3,339,325 Lines</b>
<b>Bulletin</b> . . . . .	<b>2,549,840 Lines</b>
<b>Eve. Ledger</b> . . . . .	<b>2,169,240 Lines</b>
<b>Record</b> . . . . .	<b>1,733,430 Lines</b>
<b>Ledger</b> . . . . .	<b>1,690,130 Lines</b>

**The Philadelphia Inquirer**

Pennsylvania's Greatest Newspaper

*Branch Offices*

<b>NEW YORK</b> 9 East 40th Street	<b>CHICAGO</b> 300 N. Michigan Ave.	<b>SAN FRANCISCO</b> 5 Third Street
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# 35% OVERAGE

The net paid circulation of The Financial World is now over 54,000. (The A. B. C. Auditor's Report as of June 30 shows 52,837.)

With advertising rates based on a net paid of 40,000, advertisers therefore have the advantage of an overage of 35% without additional cost to them.

The consistent growth of The Financial World among substantial investors—1,000% in the past four years—is the best evidence of the value of the paper to them, particularly when the 74.93% renewal of mail subscriptions is taken into consideration.

Moreover, this reader interest and confidence is the cause of the exceptional responsiveness to advertising in The Financial World, because of which contract advertisers *invariably* renew.

May we tell you more about this effective medium?



## 10 Points of Advantage

Quality Circula-  
tion with Huge  
Buying Power.

Profound Reader  
Interest and Confi-  
dence.

7,500 Requests  
for Investment  
Guidance Every  
Month.

Comparatively  
High Price of  
\$10.00 per Year.

High Percentage  
(74.93%) of Sub-  
scription Renewals.

1,000% Gain in  
Circulation in Four  
Years.

★ 35% More  
Coverage with-  
out Additional Cost.

Proved Respon-  
siveness to Adver-  
tising.

Consistent Re-  
newal of Advertis-  
ing Contracts.

Visibility of  
Every Advertise-  
ment.

# The FINANCIAL WORLD

America's Investment and Business Weekly

LOUIS GUENTHER, Publisher  
53 PARK PLACE, NEW YORK, N. Y.

\$10.00 a year

Established 1902

Member A. B. C.

# Now for an Even Better Battle Against Unfair Business

Better Business Bureaus Discuss Methods of Making Their Work More Solidly National in Scope

**B**ETTER Business Bureau work today," said Edward T. Hall, president of the National Better Business Bureau, "is in the strongest position of its existence. Over 700 business men of the country are serving on local boards of directors. Quick interchange of facts and information concerning fraudulent advertisers and other imposters is rapidly making it impossible for such concerns to operate in Bureau cities. Through the annual conference, such as has just closed, the technique of eliminating unfairness from business and in constructively working with trade groups to develop ethical standards of practice is being rapidly developed. The Better Business Bureaus are strenuously helping to increase the confidence of the public in advertising."

Mr. Hall made these remarks to the five-day annual conference, held at Chicago last week, of the Affiliated Better Business Bureaus, Inc., the organization which brings together the forty-six local Better Business Bureaus and the National Bureau for a mutual discussion of unfair business practices, including fraudulent or misleading advertising. The results, all indicating the influence and power these groups have earned for themselves, can be summed up in the statement that the tendency in Better Business Bureau work is decidedly toward a drawing together of the work of the various individual groups into a scheme of activity that will be truly national in scope.

Thus far in its development, the success of the Better Business Bureau idea has been the success of individual local units. Forty-six of them have grown and become indispensable factors in the business life of their communities. Now, in the words of Mr. Hall, who is vice-president of the Ralston Purina Company, Inc., it is necessary to synchronize all Bureau activities,

both so each individual unit can operate more efficiently and so general techniques of combating specific frauds and other business evils can be worked out.

This five-day conference, attended by eighty Bureau managers and their assistants, representing the entire nation and Canada, was termed by Mr. Hall the most significant week in Better Business Bureau history, for it gave voice to and laid plans for the future development of a still broader, more solidly national Better Business Bureau movement.

## UNITING BUREAU ACTIVITIES

At a special meeting of the board of directors of the National Bureau, a plan was worked out for this unification of Bureau activities. It resulted in the appointment of a board of Bureau managers, consisting of H. J. Kenner, manager of the New York Bureau; Harry W. Riehl, manager of the St. Louis Bureau; Kenneth Barnard, Detroit manager; Kenneth Backman, Boston manager, and Flint Grinnell, Chicago manager, who will act with the National Board in bringing about this closer co-operation.

Commenting on this tendency toward a greater Better Business Bureau movement, James C. Au-chincloss, member of the governing committee of the New York Stock Exchange and a director of the National Bureau, said it has now been proved beyond any doubt that the Better Business Bureau idea fulfills a real business need and will be supported.

Voicing the same idea, Lewis G. Harriman, president of the Manufacturers and Traders-Peoples Trust Company, Buffalo, N. Y., and also a director of the National Bureau, said the present specific problem of the Bureau is the proper co-ordination between local groups and between the local and National groups.

## People Who Give Millions Away Represent Millions in Purchase Power

Hospitals, colleges and philanthropic institutions owe their existence to gifts which come largely from Church members.

One-tenth of the wealth of the United States is controlled by Episcopalians. A glance at "Who's Who," the social register, or any Directory of Directors will corroborate this statement. Vestrymen and Church Treasurers are men of standing and influence.

A well-known advertising executive has called the clientele of the Episcopal Church—"The Million Who Matter."

**THE CHURCHMAN** is the high road to this great market — alone among religious publications in the steadily growing volume of its advertising—and in the uniform success of its advertisers.



### THE CHURCHMAN

Established 1804

*The Leading Journal of the  
Episcopal Church*

2 West 47th Street  
New York City

(Bureau organization consists of individual local Bureaus, the National Bureau to deal with national problems, and a conference group, known as the Affiliated Better Business Bureaus, Inc.) Other directors who were present at the meeting and who supported the new program included John F. Gilchrist, vice-president, Commonwealth Edison Company, Chicago; Merle Sidener, president, Sidener, Van Riper & Keeling, Inc., Indianapolis, and Robert Stevenson, of Kissell, Kinnicutt & Company, Chicago.

At the final session, President Hall introduced Walter A. Strong, publisher of the Chicago *Daily News*, who talked on the newspaper's part in Better Business Bureau activities.

In his opinion the Better Business Bureaus at the time of their origin were primarily a defensive organization. However, they soon saw the possibilities for a more positive type of service and with that ideal they were bound to grow. He charged them to sidestep any and all barriers that might keep them from performing their real function. "This body should determine wisely its policy," he said, "without any clap-trap or bally-hoo, for in that direction lies its real usefulness to sane advertising interests."

While regretting the breaking away of the Better Business Bureaus from the International Advertising Commission, he added that, since the interests of both groups were fundamentally the same, he saw no reason why a close co-operation should not always exist between them.

Dealing with the operative side of Bureau work, H. J. Kenner, manager of the New York Bureau, asked the conference to keep clearly in mind the fundamentals of the Better Business Bureau job.

"Let us agree," he said, "that our purpose is to reduce fraud and malpractice in business on its marketing side and increase public confidence in business as a result. To achieve this purpose, it is our function to act as a fact-finding body and to apply these facts dis-



*did someone say*  
**A G E ?**

Age—burden to most outdoor advertising display equipment as well as to man—fails miserably in its destructive work when it meets with Federal displays.

The reason is obvious: Federal displays, built for permanence, of porcelain enameled steel, are durable in structure. Brilliant and dominating in appearance, they are in actual service day and night—24-hour reader attention, you might say. Although in constant conflict with the elements, Federal displays are prized for their continuously neat appearance. Of course, smart merchandise of smart stores can be represented only by smart-looking outside displays. So naturally smart merchandisers prefer Federal displays.

**FEDERAL ELECTRIC COMPANY**  
*8700 South State Street—CHICAGO*

**Claude Neon Federal Company**  
*225 No. Michigan Ave., Chicago*

**Federal Brilliant Company**  
*2531 Washington Ave., St. Louis*

BALTIMORE  
 CINCINNATI  
 DALLAS  
 DETROIT  
 FORT WORTH  
 HOUSTON

INDIANAPOLIS  
 KANSAS CITY  
 LEXINGTON  
 LOUISVILLE  
 MILWAUKEE

MINNEAPOLIS  
 NEW ORLEANS  
 NEW YORK  
 PHILADELPHIA  
 PITTSBURGH  
 ST. PAUL

# More than a Million Dollars

was contributed in one year by the readers of Extension Magazine to the Catholic Church Extension Society of the United States for home missions.

Surely an average contribution of more than \$4.00 each is an indication of both financial ability and interest in the editorial function of the publication.

Here is an ideal testing ground for your product, combining a consumer audience with the larger buying power of prosperous institutions.

## Extension Magazine

**ROBERT P. O'BRIEN**  
*Advertising Director*

180 North Wabash Avenue  
Chicago, Ill.

**WILLIAMSON & BRADBURN**  
*Eastern Representatives*  
171 Madison Avenue  
New York City

interestedly with corrective effect."

Without making any attempt to label any specific function as right or wrong, he asked the members to scrutinize carefully all Bureau activities in order to be certain they properly fall within the scope of the Better Business Bureau job. "It is not our function," he said, "to white-wash business in the public eye; nor, on the other hand, is it our duty to place the badge of honesty on those who are already honest. We must confine our duties clearly and stay truly within our limitations."

In speaking of the future of the Bureau work, Mr. Kenner had this to say: "We lengthened our reach I think when we began to serve legitimate business by substituting the term Accuracy for the words Honesty or Truth. Now we talk of Fair Play, when we refer to the problems of competition and consumer protection.

"In the merchandise world some may feel they can get along without us. Business has improved in its own technique of self-correction, learning from us perhaps in the last fifteen years. Trade associations and industrial groups are conscious of the powers latent within themselves to remedy some of their own ills, and may become more self-sufficient and more independent of Better Business Bureaus. The Government through the Department of Commerce and the Federal Trade Commission has provided official recognition of and leadership for the will to work together manifested by thinking business men. It is up to us to continue to demonstrate that we possess the qualities of leadership necessary to guide big men and big groups on the big problems of fair competition and confidence building. We must do this or else permit business to outgrow us."

Henry R. Hayes, vice-president, Stone & Webster and Blodget, Inc., New York, lauded the Bureau men for the work they have done in clearing up financial frauds. In this country, he said, where there are actually more capitalists than families, stability and progress demand business organizations such as the Better Business Bureaus to

THROUGH

WALKER &amp; CO.

your national Outdoor Advertising campaign is served by an organization of more than 400 people ♦ A creative staff designs copy ♦ A survey department studies territorial marketing conditions ♦ Field men contact dealers, jobbers, factory branches, and check displays ♦ Walker & Co. specialized service assures an Outdoor program definitely pointed for results.

You will be interested in our ideas for your Outdoor Advertising. Ask us to present them.

WALKER &amp; CO.

OUTDOOR ADVERTISING

Selling Representatives for POSTER,  
PAINTED and ELECTRIC DISPLAYS  
throughout the United States and Canada

DETROIT  
Saginaw  
Flint

Sept. 27, 1928



**T**HE more you know about Packer outdoor service, the better you will like it.

Because it is personal, sincere, prompt.

It is the kind of service that makes outdoor advertising pay the advertiser in largest measure.

**PACKER ADVERTISING CORP.**  
*Cleveland, Ohio*



President

# **PACKER**

THE LARGEST EXCLUSIVE OUTDOOR  
OPERATING COMPANY IN THE WORLD



*Eastern Representative:*  
**H. J. MAHIN**  
55 W. 42nd St. - New York

protect the buying power of the national and local communities.

It is by the use of the mails that a large part of the fraud is committed, he said, both in so-called securities and in actual securities. Moreover, this fraudulent use of the mails could be summarily reduced, he maintained, if an additional \$500,000 could be added to the budget of the Post Office Department to allow them to employ 100 additional inspectors, attorneys and clerks. This increase, Mr. Hayes explained, is endorsed by the Investment Bankers Association. The Affiliated Bureaus also passed a resolution, recommending this plan and urging that all possible influence be brought to bear to have it put into action immediately.

Among the other speakers contributing to the conference program was Horace J. Donnelly, Solicitor, Post Office Department, Washington. He told of the work already being done by that department in eliminating fraudulent advertising from the mails. He described several of the more common types of frauds and told of their tendency to crop out every few years, in a slightly revised form perhaps, but always essentially the same type of fraud. William P. MacCracken, Jr., Assistant Secretary of Commerce for Aeronautics, Washington, analyzed the possible sources of fraud in the airplane industry. At present, he pointed out, many so-called aviation schools will bear watching.

In addition to the resolution endorsing the proposed increase in the budget of the Post Office Department, the conference also passed resolutions endorsing and urging immediate passage of the proposed bill of the Post Office Department to prohibit the mailing of unordered merchandise; also the bill to protect interstate and foreign commerce against bribery and other corrupt trade practices.

Several times throughout the meetings mention was made of the PRINTERS' INK Model Statute for the prosecution of fraudulent advertisers. "This bill, if passed in the form drawn up by PRINTERS'



## Have you a sales letter that is not pulling what it should?

I have recently developed a new Laboratory Analysis Plan which has been instrumental in making sales letters pull unusual results.

I want to test this out a bit further before merchandising it on a large scale. It has already made good with fifty-six concerns.

If you have one or two sales letters which are not pulling *what they should* please simply drop me a line asking for more details of what I can offer you.

### Worth investigating

**EDWARD H. SCHULZE**

*A National Reputation For  
Outstanding Results By Mail*

**285 Madison Avenue  
New York City**

## Interested in Canadian Market?

Write for your copy of "5,000 FACTS ABOUT CANADA AND THE CANADIAN MARKET". We will gladly send you a copy without cost.

### J. J. GIBBONS LIMITED

Advertising in Canada

NEW YORK OFFICE  
2152 Graybar Building  
Telephone: Lexington 4199

Thomas L. Briggs, Mgr. for U. S. A.

INK," said Kenneth Barnard, manager of the Detroit Bureau, "is tied into the very basis of Better Business Bureau work. And it is just as effective now as the day it was drawn up. The trouble comes when State legislatures insert into the statute the requirement that 'fraudulent intent' be proved before conviction can be obtained."

The new board of governors for the Affiliated Better Business Bureaus, Inc., includes Mr. Barnard, as president; Harry W. Riehl, of St. Louis, as vice-president, and F. M. Hathaway, manager of the Providence, R. I., Bureau, as secretary-treasurer. Other members are: David B. West, manager of the Buffalo Bureau, Dale Brown, of the Cleveland Bureau, and Edward Kanitz, of Fresno, Calif. Next year's meeting of the Affiliated Better Business Bureaus, Inc., will be held at Denver.

### J. D. Holmes Advanced by Standard Statistics

J. Duncan Holmes, for the last year assistant sales promotion manager of the Standard Statistics Company, New York, publisher of investment information, has been placed in charge of that firm's European business. His headquarters will be at London, Eng.

Mr. Holmes was for a number of years in charge of the foreign and financial advertising of the American Express Company.

### J. P. Blair Joins Bowes Brothers & Company

John P. Blair, recently in charge of the new business department of the J. Walter Thompson Company, Inc., at San Francisco, has joined Bowes Brothers & Company, newly organized investment banking business, with offices at San Francisco and Los Angeles. He will have charge of advertising.

### New Account for Charles C. Green Agency

The Alberta Mills, Inc., Philadelphia, has appointed the Philadelphia office of the Charles C. Green Advertising Agency to direct the advertising of Climax Sun Bath Suits. Magazines, business papers and direct mail will be used.

H. Lodge Robertson, formerly director of typography for the Thomas P. Henry Company, Detroit, has joined Printers Incorporated, of that city, in a similar capacity.

# help

We help 3 large advertising agencies to work up format for advts & booklets of special merit. And we help several small ones. May we help you, too?



CURRIER & HARFORD · LTD

Selective Advertising  
460 W 34th St · New York · Longacre 7856

# Is Direct Mail an Agency Function?

*OPINIONS VARY* on this important part of successful advertising effort. Some agencies have little or nothing to do with direct mail. Others will counsel on it. And a few—a very few—offer a complete service.

It is our conviction that the agency should have a thorough knowledge of direct mail, and be able to render as much service in its preparation as the client desires. We believe that to give its maximum service value to a client, an agency must:

- *hold all factors in a given selling problem in constant view;*
- *be able to prescribe the most effective advertising in each department;*
- *and follow that prescription into service, in a highly effective manner, in all or any of the avenues which it indicates: publications, outdoor display, radio, direct-by-mail.*

Many of our clients are extensive users of direct mail. They will tell you that our service in this field is sincere, earnest and effective. It may be confined to counsel and advice. Or it may embrace the entire job from idea to finished piece.

Lampert-MacDonald PERSONAL SERVICE BY PRINCIPALS is available to manufacturers whose products do not compete directly with those of present clients. May we tell you more? Without obligation to you, of course.



**LAMPERT, MACDONALD COMPANY**  
*Advertising · Merchandising*  
SOUTH BEND, IND.

We will not permit ourselves to waste any client's money on a market survey which in our judgment would be superficial.

Too many surveys only raise doubts and fail to settle them.

In many cases our preliminary study, in advance of the organized survey, is more than equivalent to the average survey that is not made by our organization.

## R. O. EASTMAN Incorporated

7016 Euclid Avenue - - - Cleveland  
113 West 42nd Street - - New York

## A Thanksgiving Letter from London

CATESBYS LTD.

LONDON, SEPT. 6, 1928.

*Editor of PRINTERS' INK:*

Reading the letters of thanksgiving you are receiving from old supporters of PRINTERS' INK, makes me wonder if you have a duplicate of this case.

The late W. E. Catesby, chairman of this company, was so imbued with the vitality of American advertising methods thirty-five years ago, that not only did he visit America so as to get a close-up view of your publicity ways, but he subscribed to and read every American advertising publication he came across. He subscribed for duplicate copies of PRINTERS' INK. One copy to reach his home address, the other to reach his desk in Tottenham Court Road.

Not only did he read but he annotated them; then the copies came along to me. Our bookcase in Tottenham Court Road holds bound volumes of PRINTERS' INK from 1901. This bookcase would interest you. It contains probably the most varied and complete collection of advertising volumes to be found in any business house. English and American publicity works rest in perfect agreement!

The duplicate volumes were given to a business man's club after Mr. Catesby's death.

Mr. W. E. Catesby's regard for PRINTERS' INK and G. P. Rowell was wholehearted. He also greatly admired the writings and views of Ernest Elmo Calkins.

After all these years we still believe the growth of this business is due to a keen reading of PRINTERS' INK, and acting on the words of wisdom and experience printed in its handy pages.

CATESBYS LTD.,  
JAMES P. HUNT,  
Director.

## A. M. Smith, Sales Manager, Bellows-Claude Neon

A. Mark Smith, recently treasurer and sales manager of the American Sign Company, Kalamazoo, Mich., has been made sales manager of The Bellows-Claude Neon Company, Detroit, maker of electric signs. He was, at one time, with Low, Graham & Wallis, Chicago.

## Resigns as Advertising Manager of "The American Hebrew"

Mrs. Harriet Mooney Levy, advertising manager of *The American Hebrew*, New York, for the last ten years, has resigned as advertising manager. She will continue with the advertising department of that publication.

## Joins Caples Agency

Frederic Dannay, recently with the United States Advertising Corporation, New York, has joined the copy department of The Caples Company, advertising agency of that city.



## One Reason

### Why Akron does not go to Cleveland to do its Shopping

**A**KRON has a department store that surpasses anything in Cleveland! It is pronounced one of the finest in the world!

Another large department store is rebuilding its entire structure!

A third has purchased a large site looking to future development.

New mercantile establishments are opening in Akron and the downtown skyline is rapidly changing. Building programs running into millions of dollars are contemplated or are underway.

Akron shoppers are responsible! They are shopping AT HOME and making this vast construction program possible.

The beautiful new M. O'Neil department store and patron's garage, pictured above, stands as a testimonial to AT HOME BUYING in Akron. New York business men have pronounced its departments equal to Fifth Avenue. Akron has made it one of its showplaces. Little wonder then that traffic is never crowded on Akron-Cleveland roads on week days, for Akron is SHOPPING AT HOME.

**W**ATCH your Ohio sales GO UP when you test Akron. It is a thriving city with an annual payroll of more than \$100,000,000, and shoppers are spending \$61,45,150 yearly for clothing, furniture and miscellaneous commodities.

You cannot afford to miss Akron and you cannot reach it through Cleveland newspapers, for Akron's interests are AT HOME and ONLY ONE MEDIUM TRULY REACHES THE MOST AKRON HOMES, and that is the—

## AKRON BEACON JOURNAL

*Member of the 100,000 Group of American Cities*

STORY, BROOKS & FINLEY, REPRESENTATIVES

New York

Chicago

Philadelphia

Los Angeles

# How Much of the 15% for Research?

It is our belief that knowledge of markets, to be valuable to an advertiser, must be known to the men who are actually helping him solve his day-to-day problems.

Besides a regular staff of investigators, we study clients' sales problems in the field. In New York, Chicago, Boston, London, Paris during 1928 *our own men* have been on the ground in the interest of advertisers.

Three self-contained offices are serving clients over a stretch of 1590 miles. Close connections

with leading foreign agencies in principal cities enable us to render complete service in world-wide advertising.



**BOTSFORD-CONSTANTINE COMPANY**  
*Advertising*

PORLAND - SAN FRANCISCO - SEATTLE

*Member of the American Association of Advertising Agencies  
and National Outdoor Advertising Bureau*

## Bakers Wonder Why We Eat Less Bread

Suggestion Is Made That Perhaps Other Food Products Are Walking Away Without the Staff of Life — Co-operative Advertising In Behalf of Wheat Is Recommended

THE per capita consumption of wheat in the United States is appreciably less than it was ten years ago. In 1914 each person consumed on the average 212 pounds of flour; the average consumption for the past three years has been about 188 pounds. The miller and bakers have here a problem, *viz.*: to determine the cause of this decrease.

Going back to 1914, we note that great changes have taken place in almost everything pertaining to our manner of living. The present tendency is to sidetrack responsibility, to let the other fellow do the work, especially those jobs which require close attention to details. The baking of bread in the home has slumped greatly, just how much is not known. Since the per capita consumption of wheat flour has dropped twenty-four pounds we may reason as follows: Cold baker's bread or rolls left over from yesterday do not appeal to the appetite for breakfast. The bake shop is too far off to get fresh baked goods for breakfast, so we turn to substitutes, such as corn flakes, Shredded Wheat, Puffed Wheat and Puffed Rice, Grape Nuts or all manner of breakfast foods which require no cooking at all, and in some cases oatmeal, which requires but three minutes of boiling. The above named foods are always available.

It would not be at all strange to see many millions of breakfast tables on which there is not an article of food which contains even a suggestion of wheat flour. Let us suppose that we refrain from consuming one ounce of

flour for breakfast 365 days of the year; we would have cut the consumption of wheat flour 365 ounces per capita, or about twenty-three pounds per capita. This, it will be seen, is for breakfast alone, and strangely enough it fills the bill and accounts for the twenty-four pounds per capita drop in flour consumption. This may be overdrawn when we lay the entire decrease in flour consumption to breakfast foods alone.

Next in line we have the white flour killers who usually favor bran. These cranks are everlastingly harping on the destruction wrought by white flour and as a substitute they recommend dark brown bread. True enough, the dark brown or whole wheat or Graham bread is made from wheat, but it contains at least 30 per cent of wheat offals, bran and shorts. Believe it or not, there is a very large demand for whole wheat and Graham bread. This also cuts the demand and consumption of wheat flour.

### DOES BAKER'S BREAD TASTE LIKE HOME MADE?

The commercial baker's product has improved greatly in the past few years, but it is said not to equal in taste and flavor the home baked product. This does not apply to all commercial baked goods nor to all home baked goods, but it is generally understood that the commercial baker's product is lacking in that flavor which is relished by the consumer. The commercial baker is accused of putting something into his bread which makes it raise quickly and fast and also something to make it white. This accusation is no doubt all nonsense and pure bunk. Yet if this belief did not exist there would no doubt be less home baking, more ready baked goods used.

It will be remembered that the great war started in 1914 and that a great change in living conditions has come since that time. The enemies of wheat flour have been very active in late years. The commercial baker has baked many pounds of water into his bread,

# Opportunity!

A glove manufacturer—a client of this agency—has two productive territories open. So important are these territories to the further growth of this company that they will be entrusted only to men of outstanding character and initiative. The true salesman, even though his experience may have been gained in other fields, may be the man we want.

The men best suited are probably between the ages of 22 and 30. Remuneration will be on a salary and commission basis.

The company itself stands very high in the glove industry. The merchandise is exceptional in quality and style. From our intimate knowledge of the apparel field, we know that these two are real opportunities.

Answer by letter only, outlining your qualifications in memorandum form. Attach photograph if possible. Strict confidence will be observed.

**THE CARTER  
ADVERTISING AGENCY**  
285 MADISON AVENUE  
NEW YORK

light housekeeping has taken the place of regular housekeeping. Light housekeeping paraphernalia consists mostly of a heated flat, can-opener and a few fancy dishes upon which the contents of a tin can and pasteboard cartons are displayed.

We all know what the manufacturers of food products have done to get the consumer to use their product. Now, what has the miller done to secure for his flour—not his individual flour, but white wheat flour—the place and demand it should have? Millers have advertised individually, telling of the high quality of their products, making it appear as an individual attempt to get business. No miller can say that his flour is richer in food value than any other mill's flour. Flour is flour in the eyes of the public, but the public does not know how the food value of wheat flour compares with the food value of many of the more costly food products. On the contrary, the consumer is constantly reading about the great damage which is being done to the health and welfare of the consumer of white bread.

If millers and bakers wish to increase flour and bread consumption they should show the consumer that it is to the consumer's interest to eat more wheat bread. Some day flour millers will unite on a national advertising campaign. Then and only then will white wheat flour and the products made from it become popular and replace some of the expensive foods which have little food value as compared to wheat bread.

## Columbus "Ohio State Journal" Advances M. H. Hall

Marshall H. Hall, who has been financial editor of the Columbus *Ohio State Journal* for several years, has been appointed advertising manager of that newspaper. He succeeds Ralph F. Hirsch, who has resigned that position to engage in the insurance business at that city.

## National Biscuit Acquires Iten Biscuit Company

The Iten Biscuit Company, Omaha, Nebr., has been acquired by the National Biscuit Company, New York.

# YORK

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

## THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 45th St., New York  
1524 Chestnut St., Philadelphia  
240 Halbrook Building, San Francisco

283 N. Wabash Ave., Chicago  
401 Van Nuys Building, Los Angeles

## What's in the GOLF CLUB MARKET for you?

THE most comprehensive and accurate survey ever made of market represented by 5300 U. S. golf clubs awaits your request.

Before you decide on your advertising program for 1929 send for this "close-up" of buying power, liveliness and growth of the Golf Club Market.

*Eastern:*  
ALBRO GAYLOR  
20 Vesey St.  
New York City

**Golfdom**

The Business Journal of Golf  
236 N. Clark St., Chicago

*Western:*  
DWIGHT H. EARLY  
5 N. LaSalle St.  
Chicago

## PANORAMA

New York's first  
Illustrated  
News Weekly

makes its debut on the newsstands September 28th. It serves a field heretofore overlooked in the United States.

The general character of PANORAMA will be similar to that of The Illustrated London News, depicting in news and pictures the vivid life of New York City. It appeals to a high class reading public, in its treatment of Science, Society, Business, Finance, Art and Music.

The purchasing power of PANORAMA readers makes it a fertile advertising medium.

Panorama Publishing Co.,  
Inc.

33 West 42d Street, New York City

**H. Phelps Clawson** **Herbert Mayer**  
**President** **Editor**

## Swedish Directory of Publications Issued

"Annonstaxan, 1928" is the title of a directory published jointly by the Swedish Newspaper Publishers' Association and the Economic Association of Advertising Agencies. This book contains a list of the existing "authorized" agencies, nine in number. Following this is a list of the cities and towns, listed according to provinces, giving the population of each province and municipality where newspapers are published. Details covering all Swedish publications classified geographically and alphabetically by classes are also published.

American advertising, particularly in newspapers, has increased at a rapid rate during the past few years in Sweden. It is estimated that advertising covering American merchandise, both direct and indirect, costs somewhere around 8,000,000 or 9,000,000 crowns annually. The largest advertisers are the automobile companies and the film trade, followed by many American specialties. Advertising in Sweden from Germany is extremely limited, being confined principally to trade papers, while British and French advertisements relate mostly to whiskies and wines. A considerable number of American companies are engaged in well-conducted selling campaigns in Sweden, a very important part of which consists of advertising according to American principles for the purpose of creating consumer demand.—*From a report to the Bureau of Foreign and Domestic Commerce from Stockholm, Sweden.*

A. J. Irvin, Business Manager,  
Tulsa "Tribune"

Arba J. Irvin has been appointed business manager of the *Tulsa, Okla., Tribune*, succeeding Crawford Wheeler, who has resigned to join the Seaboard National Bank, New York. Mr. Irvin was at one time with Glass & Irvin, publishers' representatives, and, later, was manager of the Chicago office of the Kelly-Smith Company, publishers' representative. Most recently he has been with the *Shrine Magazine* as Western manager.

W. J. Doherty with Guenther-Law Agency

William J. Doherty, for several years an account executive with the Chicago office of Albert Frank & Company, Inc., has become a member of the staff of Rudolph Guenther-Russell Law, Inc., at its Chicago office.

## Joseph Schwartz Joins Churchill-Hall Agency

Joseph Schwartz has joined Churchill-Hall, Inc., New York advertising agency, in charge of production. He formerly was with the production department of the National Biscuit Company, Inc.

**SHERMAN & LEBAIR**  
*Incorporated*  
**ADVERTISING**  
*183 Madison Avenue*  
*(At 34th Street)*  
*New York*

**ANNOUNCE**  
The Dissolution  
of the Corporation  
October 1, 1928



MR. GEORGE C.  
SHERMAN  
*becomes*  
President of  
**GEORGE C.  
SHERMAN CO.  
INC.**  
183 Madison Ave.  
New York

MR. HAROLD A.  
LEBAIR  
*becomes* Vice-President  
and a Director of  
**THE PAUL  
CORNELL COMPANY  
INC.**  
28 West 44th St.  
New York



THE Display Container pictured above is lithographed in three colors: red, yellow and black to harmonize with the red and black labels on the goods and the brass cases of the Cleaners. It is but one example of the exceptional quality and striking effectiveness of the products we manufacture for our thousands of customers. ¶ We suggest that you avail yourself of the skill and experience of the Brooks Service Department, which will furnish you with ideas, dummies and estimates of special designs for your product.

**BROOKS BANK NOTE COMPANY**  
Springfield, Mass.

New York

Philadelphia

Boston

*Lithographed Folding Boxes, Labels, Display  
Containers, Cut-outs, Commercial Stationery*

## National Publishers Elect A. C. Pearson President

THE National Publishers Association held its ninth annual meeting at Shawnee-on-Delaware, Pa., on September 18 and 19.



A. C. PEARSON

Andrew C. Pearson, of the United Publishers Corporation and chairman of the postal committee, was elected president of the association. He succeeds A. J. Baldwin, of the McGraw-Hill Publishing Company, who leaves this administrative office after

four years of service.

The following officers were re-elected: A. D. Mayo, Crowell Publishing Co., first vice-president; P. S. Collins, Curtis Publishing Co., second vice-president; F. L. Wurzburg, Condé Nast Publications, secretary, and Roger W. Allen, Allen Business Papers, Inc., treasurer.

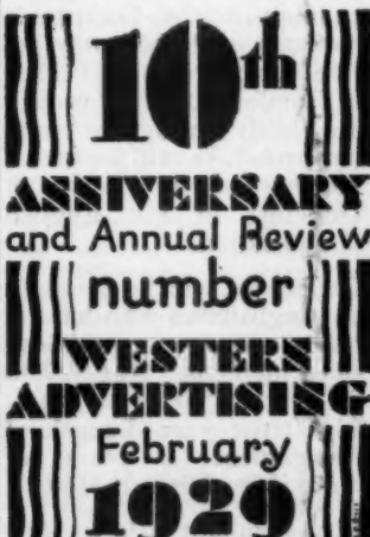
As members of the board of directors, the following were elected: Ernest F. Eilert, *Musical Courier*; O. J. Elder, Macfadden Publications; S. R. Latshaw, Butterick Publishing Co.; Graham Patterson, *Christian Herald*; P. E. Ward, *The Farm Journal*, and T. H. White, International Magazine Co.

There was a lengthy discussion, at the meeting, of the conference which has been called by the Federal Trade Commission to consider the matter of fraudulent advertising in the magazine and newspaper field. This conference is scheduled to be held at New York on October 9.

It was the general opinion of those at the meeting that the record of the publishing business over a great many years automatically commits it to being heartily in sympathy with any practical suggestions for increasing the efficiency



**LONGACRE**  
427 W. 42 St.  
**PRESS**  
ring. Pen. 1247



Don't wait for it but send \$2.00 now  
for twelve issues including above.  
Monthly Review Section alone worth  
full price. Address Western Advertising,  
564 Market Street, San Francisco.

## WANTED— Sales Executive for England

An American Company, for 30 years one of the leaders in a division of the confectionery field, needs an active Sales Executive to take charge of that work for its English subsidiary.

The applicant must have a background of merchandising experience, equipping him to analyze markets, evolve and execute sales plans, and direct a Sales Organization of three representatives covering the British Isles.

This individual will receive three months' intensive training in the Company's methods in this country before departure for his office in London. Having proven his ability during the training period, he will become a member of the Board of Directors of the English Organization.

Preference will be given to an Englishman who has received training in American sales methods. Age—29 to 35 years. Salary to start: \$4,000 per year. Length of Assignment: 2 years, or more if work is satisfactory.

Please submit a letter giving a complete outline of business experience, education, etc. Address "V," Box 113, c/o Printers' Ink.

of censorship of advertising. This, it was felt, is desirable not only for the continued protection of the public but also for the overwhelming majority of reputable advertisers.

The discussion stressed the fact that responsible publishers have intensively worked to keep their publications clean and that, with this record, it is difficult to see what more can be done, but if there are further suggestions that will practically increase the efficiency of censorship of advertising, reputable publishers will wish to aid in their execution. The association will be well represented by members who have signified their intention of attending the conference.

Activities concerning the passage by Congress of the bill reducing rates on second-class mail were reviewed by Mr. Pearson. The award, recently made by the Interstate Commerce Commission, allowing railroads \$15,000,000 a year additional pay for carrying mail with a retroactive award of \$45,000,000 for back years, together with increased compensation to postal workers, plus the normal deficit, all tend toward a large excess of expenditures over revenues in postal operations, it was stated. Proposals for again revising postal rates to make up this deficit will likely follow, and Mr. Pearson warned the publishers present that they should be prepared to oppose any changes in rates that would be detrimental to the publishing industry.

The association's annual golf tournament was held in the afternoons of the two convention days. Low net for the 36 holes was a tie between Floyd W. Parsons, Robbins Publishing Co., and Eugene Kelley, *Musical Courier*, with 160. Parsons also won low net, second day, at 79, with Kelley second, at 80.

L. D. Fernald, assistant general manager of the Condé Nast Publications, had third low net, 36, at 161; and first low net, first day, at 76. W. Roy Barnhill, president of *People's Home Journal*, and B. A. Mackinnon, publisher of *Plain Talk*, tied for fourth low net, 36, at 163, as well as third net,

## "I've just got to make good!"

*—and he has, to the tune of more than \$25,000 a year*

I REMEMBER clearly when the young fellow said that to me some seventeen years ago. And his face showed that he was doing a little more than merely "uttering words."

He had been a letter-carrier in a little town of Western Pennsylvania. Had completed, by mail, an advertising course conducted by me. I wouldn't say that his record showed brilliancy, but on the whole it was impressive. I liked the way he got around in his sleepy little town and coaxed some of the business men into allowing him to work up more effective plans and copy for them. That showed resourcefulness and sales ability as well as advertising sense. This spare-hour work brought him a little cash and some very interesting experiences. Most young men, by the way, are not willing to acquire their experience by this gradual method. They want to be "jumped" at once into some other job in a big city, or they want some one to explain a magic method of acquiring hard experience quickly, easily, painlessly.

I was so impressed with the young letter-carrier that I hired him. After a year with me as a general helper, I suggested him as "a good find" to one of the largest advertising agencies.

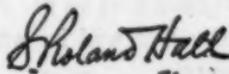
He has remained with the same employer, worked hard and intelligently, become an executive. Recently I learned that his salary is now well in excess of \$25,000. I remove my hat to that kind of a young man and I rejoice that it was my great privilege to help him. Not that he owes his unusual success to me—for he doesn't. I just put his feet into the right paths; gave him a sound foundation. He owes his success mainly to his own earnest and persistent effort—to the spirit that he showed the day we said "good-bye" and he departed for his new job with the big advertising agency. I had said I hoped and believed he would

make good. He replied: "This is my great chance. *I've just got to make good.*"

I wish I were free to give his name and present connection. I am hardly at liberty to do that. But this sketch is as accurate as I can make it. Two other young men and one young woman who used spare hours under my direction have had profitable employment with this same prominent and prosperous advertising agency.

I am relating these facts because I want to find, among the readers of PRINTERS' INK and among acquaintances of those readers, about one hundred more young men and women of sound qualifications imbued with the spirit of "I've just got to make good." I want them as subscribers to my Coaching Service in Advertising, Selling and Business Writing—a course that is far superior in value to anything I have offered in my past educational experience. Its make-up reflects ripe experience in advertising and selling work and the every-day hard practice of an advertising agent who is called on to help in almost every sort of promotional undertaking from making a trade study or designing a package to writing a sales manual, creating a plan for finding and training salesmen, marketing an industrial product or editing a house organ. The Service is given by mail, covers a period of twenty months, and calls for the use of only a reasonable part of the subscriber's spare hours.

There's no coupon to this advertisement! If you are the type of man or woman I am seeking, you will be glad to write frankly, receive my prospectus and get my friendly counsel on your program.



Member, American Association of Advertising Agencies and Authors' League of America  
Box 685, Easton, Pa.

## PARTNERS WANTED

A 4-A Agency seeks two account executives, who will be taken in as partners.

These men should be Christians old enough to have real experience and young enough to grasp new ideas and with confidence in their ability to produce immediate business.

This agency has a unique sales plan and is going ahead very fast. A connection here may appeal to men who have been connected with larger agencies but who now desire to make a permanent place for themselves in a smaller but very active organization. No investment necessary.

Address "Y," Box 117, Printers' Ink, giving complete details. Appointments will be made promptly.

first 18, with Kelley, at 79, and third low net, second day, at 84.

After the adjustment of ties and elimination of duplications, cups and other prizes were awarded as follows:

Swetland Cup, 36 holes low net: Floyd W. Parsons.

Crowell Cup, 18 holes, first day, low net: L. D. Fernald.

McGraw-Hill Cup, 18 holes, second day, low net: Eugene Kelley.

Curtis Cup, 36 holes, second low net: W. Roy Barnhill.

18 holes, first day, second low net: Marvin Pierce, *McCall's Magazine*, 78.

18 holes, second day, second low net: R. B. Luchars, *Machinery*, 83.

36 holes, third low net: B. A. McKinnon, *Plain Talk*.

18 holes, first day, third low net: Alexander Graham, *Pictorial Review*, 80.

18 holes, second day, third low net: J. B. Wyckoff, *Nation's Business*, 85.

Blind Bogey: Arthur S. Moore, *International Magazine Company*.

Driving Contest: William B. Warner, *McCall's Magazine*.

Guest Contest: Tom Jones, Periodical Publishers Service Bureau, net 81.

### Heads New York Publishers Advertising Department

Milton R. Miller, of the Batavia *News*, was elected president of the Advertising Department of the New York State Publishers at its recent annual meeting at Ithaca. John C. Calkins, Elmira *Star-Gazette*, was made vice-president, and R. C. Harris, Buffalo *Courier-Express*, secretary-treasurer.

L. G. Speidel, Mt. Vernon *Argus*, O. W. Bunting, Jamestown *Post*, Lou Lickerling, Ithaca *Journal-News*, and Miss M. M. Emo, Hornell *Tribune-Times*, were elected to the board of directors.

At the meeting various plans were discussed for expanding the program of the Advertising Bureau and also for an advertising campaign designed to sell the New York State market.

### New Accounts with Los Angeles Agency

The Cinagro Laboratories, Los Angeles, manufacturers of emulsified castor oil, have appointed the Philip J. Meany Company, Los Angeles advertising agency, to direct their advertising account. A test campaign is being run in Riverside and San Bernardino newspapers, and it is planned, later, to extend the campaign over the Pacific Coast.

The Ace High Coffee Company, Los Angeles, has also placed its advertising account with the Meany agency. Newspapers in the San Francisco Bay district are being used.

### Leaves Peters Company

W. J. Hencke has resigned as advertising manager of the Peters Company, St. Louis clothing manufacturer.

# **I**S the Bellwether a Will o' the Wisp?

**"Sure. It's a great product. We've got distribution in Altman's and Wanamaker's and Marshall Field's. All the big stores."**

It is at this point that the salesman gets out his order blank and presents the fountain pen to the prospect. He has used the bellwether sales argument to knock 'em dead.

J. K. MacNeill, sales manager, Hewes & Potter, Inc., sings a sour note in the general anthem of praise that has been used to glorify the bellwether. He feels that a great deal of time and effort is spent in getting into bellwether stores that might more profitably be spent on other types of distribution.

Far be it from us to suggest that Mr. MacNeill is, as the saying goes, 100 per cent right. We do suggest, however, that you'll enjoy and probably profit by his article.

**"Shall  
Country-wide Distribution  
Be Built Around  
Bellwether Stores?"**

**You'll find it on page 29 of the  
October issue**

**Printers' Ink Monthly**

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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Frederic W. Read	
London: Thomas Russell	

NEW YORK, SEPTEMBER 27, 1928

**Advertising  
Made  
"Calumet"  
Worth  
\$32,000,000**

In the acquisition of the Calumet Baking Powder Company by the Postum Company, Inc., announced last week, we seem to see more evidence of the truth of an ancient saying brought to life by Marco Morrow, assistant publisher of the Capper Publications, and mentioned in this department a few weeks ago. The saying is this:

It pays to advertise.

Warren Wright, president of the Calumet organization, tells us that the deal whereby his company's capital stock is taken over by Postum involves some \$32,000,000.

What is it around the Calumet premises that is worth that much money? We do not know the value of the buildings and splendid

mechanical equipment owned by Calumet; but it is safe to say that for \$32,000,000 the plant could be duplicated many times.

Moreover, there is no particular mystery about the company's product. Baking powder being after all only baking powder, Calumet has no exclusive rights to its production. Any chemist can find out the ingredients of the powder if he does not know them already, and any manufacturer who is brave enough to enter into the baking powder business can make it.

But, while he could produce a powder probably every bit as good as the Calumet brand, he could not call it by that name. If we attempt to reason the thing through any further some discerning person is sure to say that Postum bought, not a baking powder formula which it could have made for itself, but a name. He would be right; this is exactly what happened.

Presumably most of those who are reading this editorial are wondering by this time why we use so much care in proving the perfectly obvious. We will admit that even the primary class of advertising—if there is such a class—would say offhand, and correctly, that Postum had bought a name rather than a formula. But it pays to get down to fundamentals once in a while and rehearse together the articles of merchandising faith which we all know or ought to know—lest we forget or neglect. Mr. Morrow would have a widespread revival of the good old-fashioned saying, "It pays to advertise." Mr. Wright, for one at least, probably would not object, for it was advertising that turned an ordinary baking powder formula into a name worth \$32,000,000.

**Play Fair,  
Gentlemen!**

Most of its present unhappiness at the hands of the Federal Trade Commission, the electric light and power industry undeniably brought upon itself. It is heartless, no doubt, on the part of the Commission to drag forth into the unsympathetic daylight so many charmingly naïve

little schemes of amateur and professional "public relations experts" to win the love of the public without either earning or paying for it. But such is the fate of any industry which fails in its grip on realities; and this one also might as well take its medicine.

Still, even public utility men are human. Human, indeed, in that very vanity and facile optimism which caused them to invest at so high a rate in so much futile oratory and empty argumentation. And being human, they are also entitled to a square deal.

A square deal, at the hands of some of the reporters so gleefully writing of their embarrassments, is precisely what they are not quite getting. Just because the public utilities and their management form something of a political issue just now, there is all the more reason for keeping the record straight. And when the news headlines and the stories under them distort even legitimate and praiseworthy activities into something discreditable or sinister, the record is not being kept straight.

Here, for example, a headline says, "\$25,000 to College Head." But the context makes it evident that this sum was neither more nor less than an agreed-upon payment by the National Electric Light Association to the School of Commerce of Northwestern University, to defray the cost of a research program undertaken by that institution.

Now this sort of co-operation between an educational institution and the association representing some particular industry is neither unusual nor discreditable. On the contrary, many such undertakings have been hailed by observers as a most promising development, both as manifestations of commendable enterprise and idealism on the part of the industry, and as displays of a progressive spirit and an interest in the realities of American life on the part of the university concerned.

Then again, the fact that the National Electric Light Association has been spending \$100,000 annually in advertising is held up

to view as though it were in some fashion a sinister phenomenon. For this to be done in the columns of a newspaper which derives the major portion of its income from advertising, is a little peculiar. But that may pass.

The main point is that this \$100,000 fund represents what we believe to be one of the most praiseworthy activities of the National Electric Light Association—its co-operative effort to promote the extension of electric service to the rural districts of the country. It is thoroughly legitimate trade-extension work, precisely like that carried on by a score of other trade associations, on a much larger scale. If this \$100,000 fund is suspected, what are we to think of the \$500,000 annually invested by more than one of the other big associations—of the programs of the paint, the soap, the lumber industries, to name but a few?

Our own criticism of the public utilities has always been, not that they have been too eager in their efforts to improve by research, by advertising and promotional work, but that they have been too complacent. To attempt to twist such signs of commendable enterprise as they have shown, into ground for further suspicion of them, seems to us not only unfair but unwise—in fact, distinctly against public policy.

**A Prediction Comes True** Seven years ago—in the issue of August 4, 1921—PRINTERS' INK remarked in an editorial: ". . . it would not be surprising to see the manufacturers of related products getting together in the future and conducting some kind of joint campaign in which each product would be featured in the same advertisement on equal terms. Probably the day will come when the advertiser of one article will find a way to induce the makers of related articles to come in and share the expense of advertising all the articles together."

Today, in the current periodicals, there are several examples

of this sort of co-operative advertising. For instance, the Showers Brothers Co. is taking full-page space to advertise the Showers'-Crosley Radio Ensemble. This ensemble consists of a Showers cabinet, a Crosley radio set and speaker, a bench, and a console mirror to match. The copy mentions that any of the items may be bought separately.

Then there is a full-page advertisement bearing the signature of the Rugby Knitting Mills, Inc., which devotes just about as much space to Fleisher XXX Yarn as it does to Rugby sweaters, the specific product of the Rugby Knitting Mills. "Rugby Sweaters are styled of Fleisher XXX Yarn and carry the Fleisher Guarantee Tag" reads the headline. This is followed by a paragraph pointing out the special features of Rugby sweaters and then a paragraph on Fleisher XXX Yarn.

A manufacturer of stainless steel has run several advertisements playing up individual cutlery manufacturers who make cutlery using this stainless steel. A soap manufacturer has co-operated with a number of garment makers in joint advertising of this type. And there have been others.

We don't know exactly what constitutes a trend and therefore we cannot say whether there is a trend in this direction. However, there is no doubt that the plan is being used to a larger extent this year than ever before and we have every confidence that joint advertising of related products, because it is an entirely sound policy, will continue to expand.

**An Excellent Co-operative Job** A bulletin recently issued by the Association of National Advertisers brings up a subject that for many years has been a source of considerable annoyance and trouble for advertisers who use color. We refer to the fact that it has not been possible to get the same color used for the same advertisement in a number of periodicals. This situation has not only been a time consumer but it also has been a money-waster.

The bulletin of the Association of National Advertisers which we have mentioned gives a quick and intelligent picture of the work that has been done within the last few years to change this situation. Standardization of colors used in four-color printing processes is very much on its way to being a reality. There is still much work and teaching to be done, but the biggest part of the job is now an accomplished fact.

For what has been done a number of trade associations deserve credit. Foremost among them are the Association of National Advertisers, the American Association of Advertising Agencies, the American Photo Engravers Association and the American Institute of Graphic Arts.

### Lack of Analysis a Drawback to Community Advertising

CHAMBER OF COMMERCE  
WILMINGTON, DEL., SEPT. 21, 1928.

*Editor of PRINTERS' INK:*

In your September 13, 1928, issue you carry an article by Don E. Mowry, "Analysis Essential in Community Advertising."

I think Mr. Mowry is quite correct and one of the drawbacks in community advertising is the inability to definitely trace results.

More important than this, however, should be, as Mr. Mowry points out, a thorough analysis of the community being advertised and the objectives that are desired.

Mr. Mowry's article is good. Can we have some more of it and he be persuaded to outline his views on methods of tabulating results?

GERRISH GASSAWAY,  
*Manager.*

### Made Advertising Manager, Aluminum Goods Mfg. Co.

Charles L. Sutter, for a number of years assistant advertising manager of the Aluminum Goods Manufacturing Company, Manitowoc, Wis., has been made advertising manager, succeeding A. A. Gerpheide, resigned. W. H. Watson is now assistant advertising manager.

### New York Printers to Hold Fall Dinner

The New York Employing Printers Association, Inc., will hold its first fall dinner on September 26 at the Hotel Astor. John Clyde Oswald, managing director, will give an illustrated talk on "The Recent Printers' Pilgrimage to Europe."

*Now is the time to consider your  
advertising plans for 1929*

Upon your request, one of the principals of this advertising agency, whose specialized knowledge and experience best equip him for the service, will communicate with you by way of preliminary to a thorough investigation of your needs. In accordance with the situation as developed in the investigation, we will then give you a general outline of our findings together with a summary of our conclusions regarding procedure. For this service, precedent to the preparation of plans, we make no charge. Correspondence from advertisers and those contemplating advertising is invited.

McJUNKIN ADVERTISING COMPANY  
DOMINANT IDEA ADVERTISING  
228 NORTH LASALLE STREET AT WACKER DRIVE  
CHICAGO

# Advertising Club News

## Editorial Group to Apply for I. A. A. Membership

The National Editorial Association is planning to make application for membership as a department of the International Advertising Association. Membership of the editorial group includes more than 5,000 publishers of newspapers in smaller towns and cities.

Decision to affiliate with the International association was made at the annual meeting of the publishers which was held recently at St. Paul, Minn., where headquarters are located. Erwin Funk, Rogers, Ark., president, with the co-operation of H. C. Hotaling, executive secretary, has appointed the following committee to take up the matter of affiliation: W. W. Loomis, president, Illinois Press Association, and publisher of the La Grange, Ill., *Citizen*; C. M. Richards, publisher, Toledo, Iowa, *Chronicle*; John L. Meyer, editor, *National Printer-Journalist*; Grant L. Caswell, Des Moines, and C. A. Baumgart, manager of *Country Newspaper Advertising*, Des Moines.

\* \* \*

## Poor Richard Club Sponsors "Direct Mail" Days

At its noon luncheon meeting held last week, the Poor Richard Club of Philadelphia was host to the officers and the board of governors of the Direct Mail Advertising Association, which will hold its convention at Philadelphia on October 17, 18 and 19. Over 200 members and guests were present, including a delegation from the Philadelphia Club of Advertising Women. The speaker of the meeting was Homer J. Buckley, president of the Direct Mail association.

This luncheon is one of a series of "Direct Mail" Days being conducted by the Poor Richard Club convention committee. Recently a delegation visited the Baltimore Advertising Club, while on September 26, a similar "Direct Mail" meeting will be held before the direct mail advertising departmental of the New York Advertising Club. Charles W. Collier will address the Pittsburgh Advertising Club on the convention on September 28.

\* \* \*

## R. M. Eastman Heads Boston Legion Post

Ralph M. Eastman, assistant vice-president of the State Street Trust Company, Boston, has been elected commander of the Crosscup-Pishon Post of the American Legion, composed of Boston advertising men. Edwin E. Leason, Allen H. Woods, Jr., and Gabriel M. Stern were made vice-commanders.

The following officers were also elected: Adjutant, Walter S. Brown; chaplain, John U. Riley; finance officer, John Briggs, Jr.; historian, Henry Pragoff; sergeant-at-arms, Edwin H. Cooper, and publisher of "Wail," H. I. Tushins.

## R. S. Lowell Wins New York Agency Tennis Tournament

Richard S. Lowell, of Williams & Saylor, Inc., won the first New York Advertising Agencies Athletic Association tennis tournament, held recently at the Hamilton tennis courts, of that city. He defeated Donald M. Lay, of The Lay Company, Inc., by the score of 6-4, 7-5, 6-3. Harry Payne and Fred B. Manchee, both of Batten, Barton, Durstine & Osborn, defeated Everett Englert and Paul R. Barnes of the H. K. McCann Company, in the doubles with a score of 6-1, 6-0, 6-2.

The singles cup is donated by Rodney E. Boone and the doubles cup by H. A. Antrim, both of which have to be won on the three-leg basis. Entries from seventeen agencies participated in the tournament.

\* \* \*

## New England Clubs to Meet at Hartford

The annual convention of the First District of the International Advertising Association, which includes the States of Maine, Vermont, New Hampshire, Massachusetts and Connecticut, will be held at Hartford, Conn., on October 7 and 8. Joe Mitchell Chapple, editor of the *National Magazine*, will give the principal address at the New England dinner. At the business session on October 8, there will be a demonstration research investigation of some product, an advertising question box, and a series of three minute speeches on "How I Would Advertise If I Were A \_\_\_\_\_. Willard B. Rogers is general chairman of the convention.

\* \* \*

## Cleveland Club Charts Ohio Airports

The aviation committee of the Cleveland Advertising Club has just completed a list of airports in Ohio. This list has been compiled for the convenience of commercial fliers and business men who contemplate trips in that State.

\* \* \*

## Wins Milwaukee Club Golf Tournament

Delmore Faber, chairman of the golf committee for the Milwaukee Advertising Club, retained the golf championship of the club in the finals of the title tournament which was held last week.

\* \* \*

## Sydney Walton Heads Thirty Club of London, Eng.

Sydney Walton has been elected president of The Thirty Club of London, Eng. J. C. Akerman was made vice-president, W. M. Teasdale, honorable treasurer, and H. G. Saward, honorable secretary.

## New York State Publishers Hold Fall Meeting

A proposed amendment to the State advertising law, by which advertisers will be further restrained from fraudulent forms of advertising, was endorsed by the New York State Publishers' Association at its annual fall meeting held last week at the Westchester-Biltmore Country Club at Rye, N. Y. John A. Finneran, classified advertising manager, *New York Times*, discussed the proposed amendment, which would compel certain advertisers to sell goods as dealers and to refrain from giving the impression in their advertising that they were private individuals.

The first day of the meeting was given over to an executive meeting in the morning and, in the afternoon, to a discussion of the libel laws of New York State and to the Empire State School of Printing and the Empire State School of Engraving, both at Ithaca, which are supported by the association. Among those speaking on the Empire State Schools were Jerome D. Barnum, publisher of the *Syracuse Post-Standard* and chairman of the meeting, Frank Gannett, head of the Gannett Newspapers and Lester Jones, executive secretary of the New York City Publishers' Association, all of whom recommended that courses of the schools be enlarged to include work in advertising typography, copy writing and layout and the selling of advertising.

James O'Shaughnessy, former executive secretary of the American Association of Advertising Agencies, spoke at the dinner held the evening of the first day, describing the trend of national advertising in newspapers. The retail man's viewpoint on advertising was presented by Philip Le Boutillier, president of Best & Company, New York, and president of the Retail Dry Goods Association.

The morning of the second day was devoted to the regular Associated Press meeting of the State publishers.

Representatives of the Publishers' Association of New York City also attended the meeting.

## Engineering Advertisers Resume Meetings

The first autumn meeting of the Engineering Advertisers' Association of Chicago was held September 10, with F. A. Emmons, president of the group, presiding. The talk of the evening, given by R. O. Eastman, of Eastman, Inc., Cleveland, was on the practice of market research.

## Canaday Cooler Company Appoints Lawrence Fertig

The Canaday Cooler Company, New York, which leases electric coolers to office buildings throughout the country, has appointed The Lawrence Fertig Company, Inc., New York advertising agency, to direct its advertising account. Newspapers and direct mail will be used.

## Audit Bureau Adopts New "Morning" "Evening" Ruling

Newspapers published between 6 A. M. and 9 P. M. are classed as evening papers while those published between 6 P. M. and 9 A. M. are to be termed morning papers. This is according to a new ruling submitted to members of the Audit Bureau of Circulations and adopted by a vote of 442 to 89. Voting was participated in by members of the newspaper, advertiser and advertising agency divisions of the Bureau.

Present practice is to consider 9 A. M. to 9 P. M. as evening papers and from 9 P. M. to 9 A. M. as morning papers. In a digest prepared by the Bureau it is explained that:

A morning paper which has no edition going to press earlier than 6 P. M. nor later than 9 A. M. is not affected by the new ruling. If it has an edition or editions outside these hours, less than 2 per cent of the total production, it is still unaffected by the rule.

An evening paper which has no edition going to press earlier than 6 A. M. nor later than 9 P. M. similarly is not affected.

Where a morning or evening newspaper has most of its production between the specified hours but has more than 2 per cent outside of those hours, a change in the A. B. C. form used is made in order to show the press times of the earliest and latest editions.

## Advertising Specialty Group to Meet

The annual convention of the Advertising Specialty Association will be held at Chicago on October 1, 2, 3 and 4. As this is the twenty-fifth annual convention of the Association, special plans have been laid in commemoration of its silver anniversary year. The program for the four days will include both departmental and general sessions.

At the Silver Anniversary banquet, on October 3, Merle Thorpe, editor of *Nation's Business*, will deliver the principal address. Other talks on the program include "The Game of Business," by Dr. T. G. Soares, University of Chicago, and "What About the Thirteenth Calendar Month?" by William D. Cochran, Thomas D. Murphy Company, Red Oak, Ia. One day will be given over to the subject of sales promotion. The advisability of establishing a credit bureau will also be discussed, according to J. B. Carroll, president of the Association.

## Robert Herman to Leave Albert Frank Agency

Robert Herman has resigned as vice-president of Albert Frank & Company, New York advertising agency. His resignation is to take effect October 1. Mr. Herman has been associated with this agency for more than eleven years, during the last six of which he has been vice-president.

## The Little Schoolmaster's Classroom

DURING a recent talk, Dr. Arthur J. Cramp, of the American Medical Association, asserted that the advertisements of patent medicine manufacturers are making this country a "nation of hypochondriacs." He then went on to say that doctors are frequently charged with selfish motives in their unrelenting attacks on patent medicines. This charge, he claims, is unfounded. As a matter of fact, he said: "If the trade in secret remedies were destroyed tomorrow, the doctor would be hard hit financially, since their advertising is his greatest single business getter. Of 100 persons who read, say, a kidney pill advertisement and are frightened into the belief that a pain in the back means kidney disease, more than half of them will go to their family physician, rather than to the drug counter."

What the Schoolmaster cannot understand is why the American Medical Association should permit the patent medicine manufacturers to act as "business getters" for doctors. If there are actually hundreds of thousands of people in this country who ought to visit doctors and who do so only because they are frightened into action by patent medicine advertising, why should not the American Medical Association undertake a campaign of advertising that would induce people to see their doctors at regular intervals? Such advertising would accomplish vastly more than the ineffectual stabs which the association occasionally makes at the patent medicine producer.

\* \* \*

The Class has had its attention directed dozens of times to the astounding errors committed by American advertisers in their foreign campaigns. To this list of capital mistakes may be added one just reported by the Bureau of Foreign and Domestic Commerce. In this instance, an American automobile manufacturer gave consid-

erable prominence in his copy to the fact that his car performed particularly well in cold weather. The temperature in the country where this copy appeared rarely falls below 75 degrees, and more often it ranges around 110 in the shade.

\* \* \*

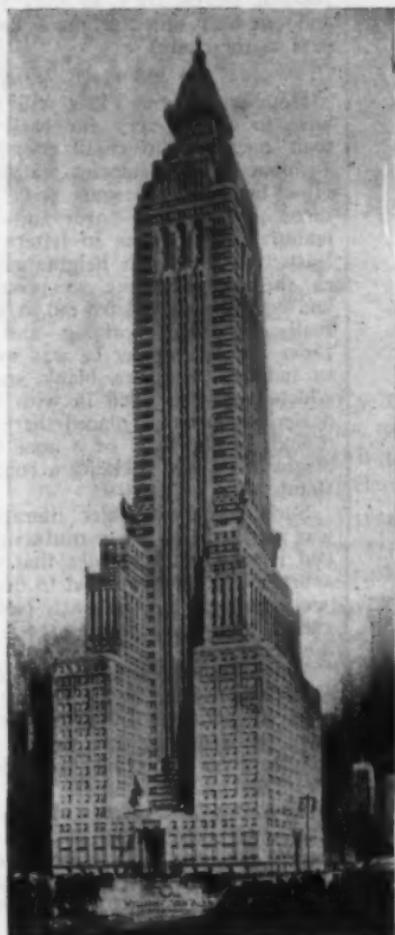
While on this subject of errors, the Schoolmaster might also call the attention of the Class to a radio advertisement occupying a double-page spread in colors. It was a beautiful looking piece of copy, but it failed to tell whether the set was battery or electrically operated. When the advertisement was shown to a member of the firm referred to he confessed that neither he nor anyone else in the organization had noticed the omission until after the advertisement had appeared.

\* \* \*

At last the coal industry is turning to modern merchandising methods. This fall will undoubtedly witness the introduction of a number of selling plans in this field that have been common elsewhere but which represent a real departure for the coal distributors. One of these new plans will be an adaptation of the instalment scheme. It is hoped that the instalment plan will induce more people to place orders early for their full season's needs and overcome hand-to-mouth buying. The Schoolmaster has a notion that what the coal industry does during the next several years will be an interesting demonstration of how ideas used in one industry may be successfully adapted by another.

\* \* \*

J. M. Fly, president of the Fly & Hobson Company, chain-store operator, points out to the Schoolmaster, in a recent letter, that chains in all fields throughout the country have a \$12,000,000,000 annual volume with 140,000 stores, against \$30,000,000,000 done by 800,000 independent stores. In



The Reynolds Building, New York  
 William van Alen, Architect  
 Cushman & Wakefield, Managing Agents

## A *Giant* *in the Making*

Even before the ground had been broken, Senator Wm. H. Reynolds called in a committee of experienced building owners and managers to review plans and make recommendations for the Reynolds Building which will be the tallest office building in the world. Such prominent building managers as Earle Schultz, D. McGivern, W. E. Malm, D. S. Kiskadden, J. Clydesdale Cushman and Lee Thompson Smith conferred with the owner and architects on every point of construction and equipment.

These important executives can either recommend or reject the use of your product for constructing and maintaining office, loft and apartment buildings. Sell them on the merits of your product through their business paper, BUILDINGS AND BUILDING MANAGEMENT.

*Send for a Copy of our Synopsis*



Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.  
 Eastern Office: 100 West 48th St., New York City

## General Manager

Now well connected, seeks more room. Engineer by profession, manager by choice, the doer type, who has an impressive record in re-organizing and revamping vital corporate problems in development, factory, administration, finance and sales. Has leadership, adaptability, health and kinetic energy. Gentile and in the forty zone.

Address "K," Box 99  
Printers' Ink

## Assistant to Advertising Manager

**L**arge manufacturer and national advertiser has opening for an assistant to the advertising manager. College graduate with previous experience, not over thirty-five years of age. Must be capable copy writer. Reply by letter giving complete information as to experience and compensation expected. Box 22, P. I.

other words, although there are almost six times as many independent stores, they do only two and one-half times as much business as the chains.

\* \* \*

Members of the Class will not have to search very far back in their memories to recall the old-fashioned dealer-imprint catalog. How beautiful it was with its three or four-color cover and the manufacturer's name in letters at least two inches in height. But, as the manufacturer so proudly and vociferously pointed out, it was really the dealer's catalog—and to prove it to the dealer he was wont to indicate the once blank space which had been filled in with the dealer's own name, placed there as though by the hand of a none too bright office boy wielding a rubber stamp.

Such so-called dealer literature was no credit to the manufacturer and it was small wonder that the average retailer preferred to dump such catalogs into his waste-basket rather than have them go out to his customers.

There has been a decided and gratifying swing away from this type of material. Manufacturers have realized that true dealer literature gives the retailer much better than an even break. To be sure, there are plenty of advertisers who still cling to the old ways, but our most progressive manufacturers of today are making decided efforts to make their dealer catalogs and folders truly represent the dealer.

One of the best dealerized catalogs the Schoolmaster has seen is now being sent out by the Radio Corporation of America. The Class should be interested not only in its format but in the company's policy of distribution.

The catalog has a three-color cover—black, red and gold. As an integral part of the front cover design is a panel on which the dealer can put his name or a photograph of his store. The back cover has a larger panel on which there is room for plenty of copy.

Inside are a number of excellent color pictures of the present

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# Was Sherman Wrong?

The Sherman act was written to take care of business conditions as they were in the gay nineties. Along with other things, times have changed since Congress passed the act.

Its authors assumed that business stands still. Happily it doesn't. Therefore, so far as 1928 is concerned, Sherman was wrong.

What, then, is the duty of the Federal Government toward business? It is a question that has been answered in a great many different ways, depending often on the color of the political views of the answerer.

James R. Rand, Jr., Chairman, Remington Rand Incorporated, has written an unusual and thoughtful article, "Compulsory Profits", in which he discusses the question in its many phases and shows how the Sherman and Clayton acts apply to business today.

The theme of this article is that "the chief problem now before the Federal Government in the matter of protecting public interest in business lies in keeping profits stabilized so that there will be no nation-wide disturbance of the flow of dividends."

This is, frankly, an article for economists—the kind of economists who sit behind desks and actively direct business. You, as an economist, therefore, will want to read it.

This article  
appears on  
page 31 of the  
October  
Issue  
of

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## Printers' Ink Monthly

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## A VERY PROMISING MAGAZINE FOR SALE

The publishers of a New York weekly of substantial paid circulation and of recognized merit, with a firm foundation upon which a highly successful magazine may be developed, are disposed to offer it for sale because of other important interests.

Address A. B. C., Box 114, c/o Printers' Ink.

### A Real Visualizer

#### *ART DIRECTOR*

- § Eighteen years experience Art Director.
- § Unusually fertile in creative ideas.
- § Artist of recognition.
- § A keen, logical, analytical mind.
- § Unusually valuable background in knowledge of printing processes, engraving and typography.

"TLM", Box 77, P. I., N. Y.

R. C. A. line. Both the inside front and back covers, however, are kept open for dealer copy.

According to an official of the company with whom the Schoolmaster talked, these catalogs are not sent to the dealer for his own imprint. Instead, all the dealer copy is printed by the company itself.

"In this way only," said the official, "can we be sure that the typography will be in harmony with the rest of the book. It is obvious that the whole effect of the catalog could be spoiled by a cheap, shoddy printing job. Therefore we insist on doing the printing ourselves. We furnish the dealer with a copy sheet on which are printed a number of suggested advertising messages. He is not limited to these, however. We will print any message he desires so long as he does not mention competing products. Of course we are willing to let him talk about the fact that he deals in pianos or other merchandise so long as it does not compete with our line."

The Schoolmaster believes that this is the correct policy to follow in getting out dealerized sales literature. The samples of the R. C. A. catalog which he has seen are truly beautiful and none of the effect is lost because of the dealer's message. Rather the effect is heightened because that message, printed as it is in type that harmonizes with the rest of the book, gives the catalog the double value of the Radio Corporation's and the dealer's recommendation.

The Schoolmaster has been acquainted with the fact that owners of retail stores which sell quality furniture have for some years been endeavoring to find ways and means to bring women into their stores without resorting to the more or less flamboyant tactics of their low-quality competitors.

The owner of a highly successful quality furniture store in a large suburb near New York with whom the Schoolmaster has on a number of occasions discussed this subject thinks he now has the answer.

He proposes to turn the greater part of the first floor of his at-

# *Wanted* General Manager of Sales

The leading manufacturer of its particular line, doing a national business, has an opening for a general manager of sales.

Above all he must be an analyst, a leader and an organizer. The ability to analyze and direct salesmen is more important than personal selling ability.

The applicant should not be less than 35 years of age, should have had at least three years' experience directing an organization of at least 50 salesmen, should be able to intelligently address a convention or similar gathering, and must not only have his ideas and ideals of the type of salesmen he wants to work under him, but must know where to get them.

For obvious reasons this advertisement is blind. All applications will be held in the strictest confidence. Write fully, giving a complete transcript of your education and detailed record to date. Specify when you will probably be available and salary expected.

Address "W," Box 115  
care of Printers' Ink

## Nation - Wide Sale of Lumber

in markets thousands of miles away from sawmills makes price quotations indispensable to manufacturers and dealers — over 12,000 lumbermen get theirs weekly from the

**American Lumberman**

Est. 1873 CHICAGO A. B. C.

### AVAILABLE TO ADVERTISER OR AGENCY

*Ability, Experience,  
Care and Judgment*

### Advertising Writer offers efficient part time service

#### ADDRESS:

N. D., 578 Madison Avenue, New York  
or Telephone PLAZA 8106

### ADVERTISING MAN

familiar with the Art Directing and Production end, desires an Executive position with a young and growing concern. Now employed. Address "U," Box 112, Printers' Ink.

**ADVERTISING**

Practical Copy Writing - Layout - Analysis,  
Sales and retail Display newspapers, magazine,  
direct mail, etc. Campaigns for governments,  
manufacturers, or agency work.

COMMERCIAL ART SCHOOL, 116 S. Michigan, Chicago

tractive four-story building into a shop that will offer the latest and most exclusive gowns and hats to the women of his community. This new department, according to his present plans, will be put under the management of an authority on women's styles and will be expected to yield a real profit.

It will be so arranged, by being changed from time to time, as to create interest in the quality type of furniture that he carries.

This idea, which he is now at work on, came to him, he says, because of requests continually made by owners of exclusive women's apparel shops for the privilege of borrowing pieces of his furniture to lend "tone" to their establishments.

\* \* \*

That we are living in a style-mad world we all know. How fast style really changes few of us realize until we get a chance to make direct comparison, through pictures of some particular period with pictures of today.

This thought was greatly impressed on the Schoolmaster this last week when an advertising agent on whom the Schoolmaster happened to be calling showed him some of his bound volumes of the earliest American rotogravure sections of newspapers. It so happened that the Schoolmaster had with him at that time, in his brief case, a twenty-four page rotogravure advertisement which a highly progressive department store—the Brown Dunkin Company, of Tulsa, had published in the *World* of that city. The Schoolmaster had planned to take this home for study. It had been sent to him by a member of the Class with a statement that it was the "largest rotogravure

### Trade Publication Publishers

Mid-West publishers' representative with office in Chicago is open for one or two good business papers. If you are not hooked up properly here, have a market, and want high-class representation I would like to hear from you. Have been in the business for years—big acquaintance among the agencies, know space selling thoroughly and am successful. Prefer A. B. C. publications. References exchanged.

Address "X," Box 116, care of Printers' Ink,  
231 South La Salle St., Chicago, Ill.

section ever published for a single merchandising institution."

When the Schoolmaster put that advertisement alongside of the advertisements in the early rotogravure sections which the agent had showed, both wondered if it could be possible that styles could change so quickly in such a short space of time. To any member of the Class who wants to see how fast moving this world of today is, the Schoolmaster suggests a repetition of this test. All you have to do is to get a rotogravure section of a prosperous newspaper of today and lay it alongside of a similar section from a prosperous newspaper of 1918.

### Miller Rubber Company Advances R. A. McCorkle

R. A. McCorkle, who has been with The Goodyear Tire & Rubber Company, Akron, Ohio, for fifteen years, and, more recently, assistant manager of the manufacturers' sales department, has been made manager of the manufacturers' sales department of The Miller Rubber Company, of that city.

C. H. Russell, formerly in charge of truck and bus tire sales at Akron, has been made assistant to Mr. McCorkle, with headquarters in Detroit.

### Joins Kearney and Trecker Company

C. M. Cheadle, Jr., has been appointed advertising manager of the Kearney and Trecker Company, Milwaukee, manufacturer of Milwaukee milling machines. He recently was with George F. McKiernan, Rockford,

### James Houlihan, Inc., Transfers Arthur Poolton

Arthur Poolton has been transferred from the Portland, Oreg., office of James Houlihan, Inc., advertising agency, where he has been branch manager, to the Seattle office of that agency.



### The October Issue of THE KIWANIS MAGAZINE

Will go into the hands of 109,650 Business and Professional Men throughout the United States and Canada.

Do You Realize What a Potential Market This Represents For Your Product?

### Kiwanis Magazine

164 West Jackson Boulevard  
CHICAGO · · · ILLINOIS

### HAVE YOU SEEN

# EFFORTS

The New Year or Anniversary Announcement that makes 'em ask for MORE!

It's human! It gets a smile! It breaks the ice as no other greeting will. "Efforts" has a record of 100% repeat orders with us. It must be good! Send 25c. for a sample—pass it around—see how it "clicks"! Money back if not delighted.

THE STOREY-BELLACK CO., Inc.  
Advertising Service Wausau, Wis.

Salesmen—Want some "easy money"? Show "Efforts" and get the order, good commissions. Write us quick!

### WE—

printers with a modern daylight plant and service department, solicit the printing of organizations that require exacting work—plus personal service, prompt delivery and reasonable prices. With our facilities and location we are prepared to deliver printing that will please the most critical advertiser. Direct by mail is our specialty.

*Estimates Cheerfully Given*  
AMERICAN PRINTING CO.  
438 W. 37th St. Tel. Penn. 0436-7

## Multigraph Ribbons Re-inked



Send 3 Ribbons  
to be Re-inked  
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.

57 Murray St., New York City

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

Experienced salesman and advertising manager will represent you in DAYTON, OHIO, on commission basis, whether income is \$10 or \$1,000 a month. Address P. O. Box 804, Dayton, Ohio.

If you are an experienced advertising representative and feel yourself capable of giving good, live representation to a leading paper in a field allied to construction, write Box 326, Printers' Ink.

Advertising Representative in New York for group of well-established Chicago trade publications. References required. Liberal commissions advanced or drawing account. Box 328, Printers' Ink.

**REBUILT EQUIPMENT** of all kinds for the Printing and Publishing Plant at substantial savings in price. We specialize in Cylinder and Magazine Presses. Send for the current issue of the Hall Broadcaster, giving a complete list.

THOMAS W. HALL COMPANY, INC.  
Stamford, Conn.

**FOR SALE**—Fifty remarkable window displays adaptable to any product. Cost was \$8.75 in thousand lots. Will sell stock on hand at half-price. Display includes three handsome polychrome frames with metal shadow boxes and double glasses, completely wired for three lamps and extra flasher unit. If interested, write for illustration. M. Cartoon, Sixth Floor, Cocheo Building, Long Island City, New York.

**SALES MEN**—Want some extra money next month? Show "Efforts"—the human New Year Greeting—and make it easily! Not the overdone dignified type—"Efforts" is different! It has a record of 100% repeat orders—no one ever buys enough! Send 25c for sample (refunded on first order), show it wherever you go—see what a tremendous hit it makes. Good commissions! Write today! The Story-Bellach Co., Inc., Wausau, Wis.

### HELP WANTED

Manufacturer of nationally known food products requires the service of young man in a semi-executive capacity in the Sales Department. In answering, please state age and experience. Box 327, P. I.

**EXPERIENCED COPY MAN**—wanted for technical catalog. Apply by letter stating experience and salary expected. Gillette Publishing Co., 221 East 20th St. Chicago, Ill.

### OUTDOOR ADVERTISING SALESMAN WANTED

Excellent opportunity for a permanent connection to man who can sell painted display.

L. H. Trowbridge Sign Co., Inc.  
86-88 Frelinghuysen Avenue  
Newark, New Jersey

**ARTISTS, STUDENTS, Special Classes:** Sunday Morning, Life, Composition; Monday Evening, Sketch; Saturday Afternoon, Portrait. Private Lessons. Enroll Now! Barile Studios, 7 W. 14th St., N. Y. C.

**PRODUCTION MAN**—Young man with experience in book typography layout and printing. Excellent opportunity.

H. Wolff, 508 West 26th St.  
Chickering 8667

**WANTED ADVERTISING MAN** Capable of taking entire charge of direct-mail and publication advertising for machine tool manufacturer. Box 342, Printers' Ink.

**A GOOD TYPOGRAPHER** can buy half-interest in typographic shop (California); moderate investment. Business well-established, opportunity for expansion. Box 335, Printers' Ink.

**SALESMAN**, with a general knowledge of printing and direct mail, for a service agency. Salary and commission. Box 353, P. I.

### COMMERCIAL ART SOLICITORS

Men and women. Fine opportunity. Call or write Ethridge Co., Room 607, 420 Lexington Avenue.

**WANTED BY EASTERN LITHOGRAPHER**—Technical man for offset press room. Must be thoroughly familiar with zinc and aluminum printing. Chemist preferred. Good salary. Big future for right man. Box 333, Printers' Ink.

**CANADIAN**  
A Canadian Agency has an opening for a copy writer. A good knowledge of advertising production is also essential. This offer should interest some Canadian who is desirous of returning to Canada. Box 339, Printers' Ink.

### Lacquer Raw Materials

New large manufacturing concern offers worthwhile opportunity to thoroughly experienced Solvent, Lacquer and Leather Solution sales representative. One with trade following preferred. Full details first letter. Box 351, Printers' Ink.

### MISCELLANEOUS

**Learn Advertising**—Only \$30. Complete Course with 120 Questions and Text-Book. New Simplified Way to Study Advertising at Home. Neal Bowman, Adv. Counselor, Desk 2-L, Land Title Bldg., Philadelphia, Pa.

### PROSPECTURES

*Arthur M. Kennedy*

**POSITIONS WANTED**

**Young Woman**—experienced free lance artist—desires opening in art department of agency or publication. Opportunity to learn with assurance of a future chief considerations. Box 345, Printers' Ink.

**LETTERING AND FIGURE ARTIST** available. Thoroughly experienced. Position preferred in New York City with art service or advertising agency. Write Box 357, Printers' Ink.

**EDITOR** of known ability and varied experience seeks change for better. Trade journals, house organs, industrial publicity, special editorial-advertising features. Box 337, Printers' Ink.

**ARTIST**

Young man, 3 years' experience, good at Lettering and Design, where there is a real chance to make good. Reasonable. Box 341, Printers' Ink.

**Colorful, Distinctive Writer**—newspaper, magazine, free-lance advertising copy experience—seeks full-time copy job in small agency offering opportunity to learn advertising business. Box 354, P. I.

**SALES EXECUTIVE** with experience as Branch Manager, District Representative and Salesman, who appreciates the value of advertising, is open for new business connections. Box 346, P. I.

**Versatile Commercial Illustrator** Creative, lettering, design, booklets, lithographic sketches. Has half-time open for live organization where good, conscientious service is appreciated. Box 332, P. I.

**ARTIST**—ten years' all-around experience; good figure man and letterer—desires position with agency or publisher. Box 330, P. I.

**PART-TIME ADVERTISING MANAGER**—MODEST REMUNERATION. BOX 350, CARE OF PRINTERS' INK.

**Secretary-Executive**—Handles correspondence independently, manages office, experienced collecting data. Previous business experience in banking, commercial sales advertising art and technical firms. Box 336, Printers' Ink.

**Advertising Representative** seeks position on newspaper or trade paper in town of 100,000 or more. Twenty years' successful experience in advertising department of Chicago papers. Box 352, Printers' Ink, Chicago Office.

**ADVERTISING WOMAN**

**Experienced**—Account executive and copy writer, 4A agency: editorial, service work, selling space, magazines: newspaper and publicity work. Exceedingly adaptable writer. College graduate. Wants active job with agency or advertising department. Box 348, P. I.

**ADVERTISING SOLICITOR**

Over ten years on metropolitan dailies. Now on display staff, New York morning paper, where he proved his ability by obtaining number of new contracts. Age 27, married, steady and reliable. Advertising director knows of this ad. Box 355, Printers' Ink.

**ADV. ASSISTANT**—25. Plan, copy, layout, typography, direct-mail, merchandising, etc. Hard worker with ideas. Well educated. A "comer." Salary, \$40. Box 349, Printers' Ink.

**TWENTY YEARS' RECORD AS A PRODUCER**—Advertising solicitor of the highest standing with a record for steady and profitable production will be available October 1st. Best of references. Address Box 347, Printers' Ink.

**SALES SURVEYER**—Exp. in survey, personnel, analysis and sales building. Experience with sales counsellor. Productive record. Like to connect with agency or mfr. needing constructive development or sales analysis. Box 340, P. I.

**Advertising and Sales Promotion Manager** available September 30. Proved experience in field and office. Last job creating copy and promotion ideas and putting them to work through 88 outlets. Age 29, engineering college trained. Box 356, Printers' Ink.

**TYPOGRAPHER**—Young man, experienced in book and advertising typography, layouts, copy, supervision through press. Versatile. Creates good typography, "classic" or "modern." Wants connection with advertiser, printer, publisher in or near Boston. Box 331, Printers' Ink.

**\* ARTIST \***

Versatile, thoroughly experienced all branches of Advertising Art—works equally well in any medium; available afternoons, 2-5. Grand Central zone preferred. Box 334, P. I.

**MAIL ORDER  
NATIONAL ADVERTISING  
DIRECT MAIL**

Very interesting story awaits concern requiring highest type copy and visualizations; prominent 4A agency experience completely responsible creative end many leading accounts; N. Y. man immediately available; go anywhere. Box 329, P. I.

Salesman desires change—now on \$5,000 a year commission basis—desires to change to product or service that requires unusual selling ability. Has had experience in selling advertising and machines and in accounting and editorial work. Wants nothing less than \$10,000 annual commission possibilities. Fully capable of doing his own prospecting and sales promotion work. Box 343, P. I.

**PUBLICITY DIRECTOR**

Highly successful in national, state and local campaigns; available for new opening at close of present campaign in few weeks. Can take complete charge house organs, clip sheets, feature and news releases, radio programs, planning and writing copy for magazine, newspaper and poster advertising. Best references. College graduate, 37. Box 338, P. I.

**Need a Salesman  
in Texas**

and the Southwest? I am 28, single, very good selling experience many states. Now with National Cash Register Co. Particularly interested manufacturer seeking initial distribution 100% references. Box 344, Printers' Ink.

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## WHAT YOU SAY

in an advertisement is still far more important than how you say it. We don't lose sight of this fundamental, no matter how far we chase the elusive ideal of technical perfection.

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*The JOHN H. DUNHAM Company*  
**ADVERTISING**  
TRIBUNE TOWER  
CHICAGO

# Now 825,000 DAILY

THE net paid daily circulation of the Chicago Tribune is now 825,000 copies a day—an all-time high for American standard size newspapers.

Every September since the War, Chicago Tribune circulation has shattered the previous September's record. And holding these gains, Tribune circulation in ten years has doubled!

**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER

*P. S.—It's going higher!*

